

The Role of Commercial Vehicles in Logistics and Supply Chain Operation- A Study with Reference to Textile Units in Coimbatore

R. Rajasekaran

Associate Professor
Department of Commerce
PSG Collage of Arts and Sciences
Coimbatore, Tamil Nadu, India.

S. Sangeetha

Assistant Professor

C. Sudarsan

Research Scholar
Department of Commerce
PSG Collage of Arts and Sciences
Coimbatore, Tamil Nadu, India.

Abstract

The Indian commercial automobile industry takes a significant role in the sustenance of the country's economy. Around 66 percent of goods and 87 percent of the travellers in the country travel through motorway. Commercial vehicles can be categorized on the basis of their usage as Goods Carriers and Passenger Carriers. Further, the Commercial Vehicles are categorized based on their Gross Vehicular Weight (GVW) as Light Commercial Vehicles (LCV) and Medium & Heavy Commercial Vehicles (M&HCV).

The commercial vehicle industry is capital intensive in nature and is highly capable of technological changes with environmental norms. Consumers are trying better technology vehicles and it has become authoritative for the companies to either have technology partners or a strong domestic R&D. In spite of volatile demand, the contribution of commercial vehicles to the textile industry is more. The success of the textile industry depends on the efficient operation of logistics and supply chain.

Textile units of Coimbatore city have been selected, collected the relevant data, analysis were made, findings & necessary suggestions are highlighted in the study.

Keywords

Logistics, Supply chain, Commercial vehicle, Textile industry, and Contribution.

1. Introduction of Commercial Vehicle Market

The commercial vehicle market is an incredibly competitive market, and the report covers both the major and niche players such as Ford, Toyota, Renault, Volkswagen, Ashok Leyland, General Motors, Hyundai Motor, Isuzu Motors, Tata Motors, Opel, Daimler, and Eicher. Commercial vehicle (CV) primarily consists of pickup trucks as they can be used as passenger cars and commercial vehicles. The dynamic nature of the vehicle enables it to be modified and used as per requirement Technavio's market study identifies the growing inclination for pickup trucks in emerging countries to be one of the prime development factors for the commercial vehicle market. Emerging economies like India and China are the major markets for CVs post removing the ban on pickup trucks. Subsequently, General Motors and Ford are planning to export pickup trucks to China. Our market analysts estimate that in terms of units, the market will witness sales revenue of more than 19 million by 2021.

Third-party telematics companies are offering customized telematics packages specifically for CVs. This package is an aid to the fleet of vehicles in maintaining an online track record of tours done by the vehicle, miles travelled, fuel used, and maintenance cycles. Integration of telematics offers several advantages. This integration increases their usage efficiency by monitoring their movement and location. These factors result in the combination of telematics systems in CVs be one of the key growth factors for the commercial vehicle market.

2. Logistics and Supply Chain Operation in Textile Industry

The textile supply chain is described as a chain of the firms being suppliers of each other, and their end customers also. That means the chain is consists of the procedure from the raw material to the final good. Every firm here are the supplier to the other/s starting from the delivery of raw cotton from fields' to delivering its final products (apparels) to the end customers.

A supply chain in the textile industry consists of a lot of Procedures, suppliers, middlemen, and customers. Both physical and knowledge product flow are significant in this chain. New marketing approaches are completely customer-oriented. So firms have to be in interaction

continuously and dynamically with their customers. The purpose of competition among firms is to successfully complete the supply chain. Those who manage and build the management of the supply chain ineffective, economic, and productive way, and enjoy the larger market share. All at once, suppliers represent the firms that supply necessary inputs to ensure the production of goods. According to porter, the industries having strong suppliers will have high competition. It is obvious that if the suppliers are strong, the cost of supply will be high and this being reflected in production costs resulting in the final cost of products together with a market price will be high.

Even though they change from one to another industry, the leading suppliers in the textile industry are dyeing plants, thread makers, contract production clothing plants/teams, accessory merchants, contract weaving plants, packaging goods, sellers, and transport companies. With this in mind, it is clearly said that there aren't the power and industry guidance of suppliers in the textile industry. Only partial power of raw material suppliers mentioned. A few years ago the thread makers had a strong supplier structure, but at present, the supply is increasing because of import and investment.

Therefore in the systems where supply chain philosophy is the norm; independent business entities are the distinct profit and decision centres. Where the supply chain system moves autonomously and the transfer of goods and information takes place among them. The key objective of the supply chain is to capitalize on production value. The value which was produced by the supply chain is the difference between the value which the customer sets and the cost of the efforts of the supply chain to meet the needs of the customer. Bigger the difference; the bigger is the success of the supply chain. Supply Chain Management provides an important competitive advantage for the firms and is an important indicator of the work performance of the firms as well.

Today, not only the organizations but also the supply chains of these organizations compete among themselves. To manage the supply chain means to provide the product faster with the lowest possible cost to its customers. By providing both members of supply chain activities in themselves and connections among themselves in the most productive way. To be able to have a successful supply chain, apart from being fast

and having low-cost products it is necessary to have qualities like agility, easy to adapt, and aiming the profitability of supply chains.

The necessary things to do is to have these qualities summarized as agility, adaption, and arranging profit share. The agility concept in the supply chain aims to adapt to the changes in supply and demand quickly.

3. Statement of the Problem

Commercial vehicle plays a vital role in the distribution of goods. These commercial vehicles are either owned by the business houses or are taken on rent or lease. Medium and big size businesses may buy commercial vehicles for their own use. Small size businesses will be depending on the service vendors who offer the vehicle for rent or lease. Both, the owners and the service vendors who render vehicle for rent or lease may follow some strategies. As transporting the goods is one of the main functions in developing the business, the buyer has to take adequate care in the vehicle selection, which may be of various factors and reasons associated with it. Commercial vehicles are being an important asset to increase the growth of business units. The commercial vehicle role in the textile sector becomes necessary for effective logistics and supply chain operations.

Hence the role of commercial vehicles in logistics and supply chain operation- a study with reference to textile units in Coimbatore was identified and collected information has been analyzed in order to help the textile business units of Coimbatore.

4. Scope of the Study

The study has been concentrating on the logistics and supply chain of Commercial Vehicles. The samples are taken within the Coimbatore city, and the required data have been collected through primary and secondary data sources. The output of the study is expected to help the textile business units in the selection of commercial vehicles for the smooth running of the business.

5. Objectives of the Study

- To study the perception of various commercial vehicles by textile business units for logistics and supply chain operations.
- To identify the level of satisfaction of textile business units on commercial vehicle for logistics and supply chain operations.

- To identify the problem associated with commercial vehicle in logistics and supply chain operations.
- To offer a suggestion based on the findings of the study.

6. Research Methodology

i) The study focuses on commercial vehicles working in textile units for logistics and supply chain operations within Coimbatore city. A quantitative research study was done. Whereas the descriptive information was curated for the purpose of the study. The researcher used the survey method using schedules. That was the direct source of primary data received from the respondents. The respondents are registered textile business units of Coimbatore city. Research design shows the overall sketch of the research. It indicates a plan of action to be carried out in connection with proposed research work and it is a blend of both descriptive and analytical methods of study.

ii) Source of the Data

Primary data: The study has used primary data collected from the respondents who have registered their textile business units under the textile commissioner office.

Secondary data: Secondary data have been collected from various books, journals, publication magazines, and the internet.

iii) Collection of Data

a. For data collection, a well-structured questionnaire was framed, distributed, and collected from different parts of Coimbatore city.

b. Population and sample size.

Population Size: In Tamil Nadu, there are 1029 textile business units, registered under the textile commissioner's office. The population size has been collected from the Coimbatore commissioner office website. Out of the total registered units, Coimbatore alone has 559 textile business units on the list. For the study purpose, Coimbatore textiles business units were considered.

Sampling Design:

- The probability sampling method has been used since the population size is finite $N = 559$ units in Coimbatore which is the scope of the study, to give equal chance to every unit in the populations, probability sampling methods are followed.

- By examining the populations, it is found that these textile units are MSME (micro, small, medium enterprises) and large textile units.
- So the population is distributed into two segments i.e., strata as MSMEs and large units.
- There are 539 MSMEs units and 20 large units.

Following the thumb rule, it is decided to take 20 percent of the population; a sample. That is $539/100 \times 20 = 111.8 - 112$ are taken to be the sample. The tabulation below gives the sample size determination.

Group	Total units size	The sample size for the study
MSME (micro, small, medium enterprises)	539	99
Large Scale enterprises	20	16
Total	559	115

vi) Geographical area of the study

Coimbatore is a major centre for textile manufacturing and automotive components in India. The city is also an important centre for the automobile industry, from personal to commercial and farm vehicles. The area selected for the research study is restricted to Coimbatore city only.

vii) Period of the study

The study period between 2010 and 2018 (9 years).

viii) Tools for analysis

Data collection instruments were developed as a part of the study's total research design to systematize the collection of data and to ensure that all the respondents are asked the same questions and in the same order. A Schedule was designed to know about the Purchase behaviour of textile business units on commercial vehicles. The schedule designed includes both substantive questions that are relevant to commercial vehicles and their utility to textile units.

7. Sampling and Data Collection

The sampling plan addresses three questions: Whom to survey (the sampling unit), how many to survey (the sample size), and how to select them (the sampling procedure). The size of the sample is dependent the size of the budget and the degree of confidence that the researcher wants to place in the findings.

Here are the trial dimensions of 115 textile business units selected throughout Coimbatore city using the Random sampling technique that is registered at the Textile Commissioner Office.

- Only 20 percent out of 559 units of Coimbatore registered textile units are the respondents. Various forms of data analysis tools were used to analyse the data collected through the schedule, by using descriptive analysis, ANOVA, Chi-Square test, and weighted average analysis.

8. Limitations of the Study

Data were collected from the 115 textile business units only. This study was confined to Coimbatore city only. So that whatever the findings derived from the study, it is pertaining only to Coimbatore city. The study has been done only by the support of the registered textile business units and also from secondary sources. Hence, the process of analysis and interpretation reveals and reflects the same. As far as the period of the study, it deals between 2010 and 2018 (9 years only).

9. Review of Literature

Thangam and Uthayakumar (2008) a two-level supply chain of a retailer and “non-identical” customers.

T. T. Nguyen, Lin Crase, & Geoffrey R. Durden., (2008), study reviewed that the extant literature pertaining to logistics processes within organizations.

Patricia J. Daugherty (2011), the paper’s objective was to provide an overview of the evolution of relationship-related research in the areas of logistics and supply chain management.

Vidyavathi (2012), her study focus is shifting from product-based marketing to need based marketing.

Anand Gurumurthy (2013), study pointed out that Supply Chain Management (SCM) has gained significant importance due to the opening up of the domestic economy as a result of globalization.

Sona & Vaithanathan (2016), their study revealed that the Indian textile industry has a significant presence in the economy as well as in the international textile economy.

Sigal Kaplan, Johannes Gruber, Martin Reinthaler, Jens Klauenberg, et al., (2016), Light and heavy-duty commercial vehicles are a cause of concern in urban areas because of their cumulative stress on the system in terms of air pollution, congestion, and noise.

Reham Abdelbaset Sanad (2016), aims to make a comprehensive review of factors affecting purchaser decision towards apparel and textile products.

Sowmya Kethi Reddi (2017), Information sharing on supply chain management (SC) has become a potentially significant way of information sharing and improving organizational performance.

Renganathan. R., Vijayabanu. C et al., (2018), said, in the automobile industry; after-sales service is very important. As the corporate dealer, TVS & Sons associated with Ashok Leyland, for the Intermediate Commercial Vehicles (ICV) and Heavy Commercial Vehicles (HCV) range of products in Tamil Nadu, Kerala, Karnataka, and Madhya Pradesh.

10. Analysis, Interpretation, and Findings

For any research data analysis is very important because it provides the an explanation of various concepts, theories, frameworks, and methods used for proving the hypothesis. Data analysis helps in structuring the findings of the data collected from different sources. It helps in keeping human bias away from the research concluded with the help of proper statistical tools. It's a process of obtaining raw data and converting it into information which will be useful for the decision-making process. Data collected were scrutinized, analysed, and tabulated along with the graphical representations with its elaborated interpretations.

Statistical tools applied for the study

- a. Descriptive analysis
- b. ANOVA
- c. Chi-Square test
- d. Weighted average

A. Descriptive Analysis

Size of the organization

Table1: Size of the Organization

Size of the organization	Number of respondents	Percentage
MSME	99	86.1
Large Scale enterprise	16	13.9
Total	115	100.0

The table reveals that out of the total sample size majority, 86.1 percent of the respondents belong to MSME and 13.9 percent of the respondents belongs to the large scale enterprise.

Majority 86.1 percent of the respondents are running MSME.

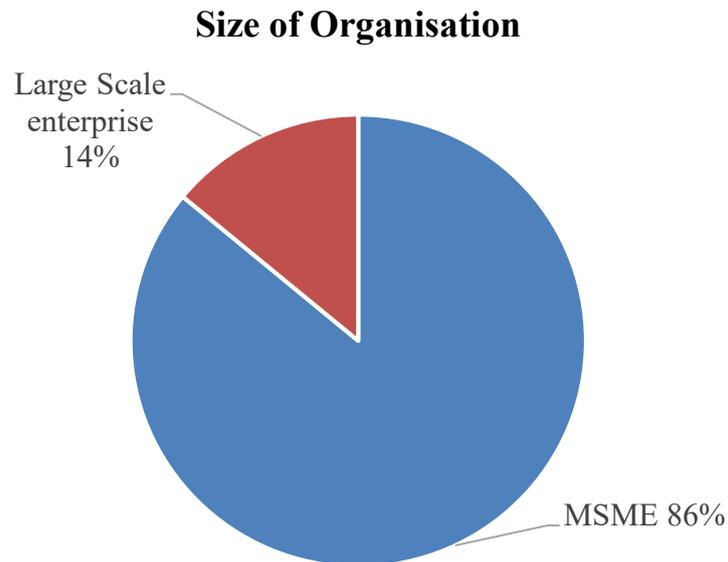


Chart 1: Size of Oranisation

Business turnover (per annum)

CV vehicle owned by textile business units

Table 2: Vehicle Owned

Vehicles used by the respondents	Number of respondents	Percentage
Ashok Leyland Model- I DOST+	38	19.49
Ashok Leyland Model- II DOST	13	6.67
Mahindra BMT	15	7.69
Mahindra pick up	20	10.25
Mahindra Supro	26	13.33
Force Tracks load king	13	6.67
Tata ace	70	35.9
Total	195	100.0

It's found that, out of 195 respondents, 70 (35.9 percent) of the respondents use Tata Ace, 38 (19.49 percent) of the respondents use Ashok Leyland Model-I, DOST+ 26 (13.33 percent) of the respondents use Mahindra Supro, 20 (10.25 percent) of the respondents use Mahindra pickup, 15 (7.69 percent) of the respondents are using BMT and 13 (6.67 percent) of the respondents use both Ashok Leyland Model-II DOST and Force tracks and load king.

The majority of the population i.e. 35.9 percent of the total respondents have Tata Ace vehicle brand as vehicle utilized in their business.

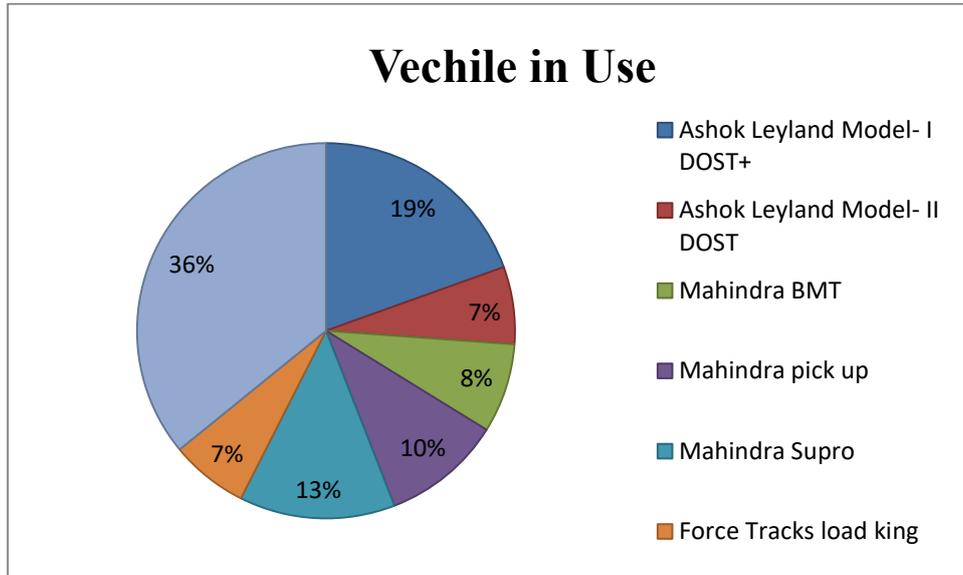


Chart 2: Levels of Satisfaction towards Attributes of the Commercial Vehicle

Table 3: Satisfaction Level on Quality of the Commercial Vehicle

Attributes	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Reliability of the commercial vehicle	13 (11.3)	71 (61.7)	31 (27.0)	0 (0)	0 (0)	115 (100.)
Spare parts' quality	0 (0)	69 (60.0)	46 (40.0)	0 (0)	0 (0)	115 (100.)
Mileage quality	12 (10.4)	44 (38.3)	49 (42.6)	10 (8.7)	0 (0)	115 (100.)
Engine quality	0 (0)	70 (60.9)	35 (30.4)	0 (0)	10 (8.7)	115 (100.)

It is indicated from the Table no. 3 that 61.7 percent and 27.0 percent of the respondents are satisfied and neutral about the reliability of the commercial vehicles. 60 percent and 40 percent of the respondents are satisfied and neutral about the spare parts' quality. 42.6 percent and 38.3 percent of the respondents are neutral and satisfied with the mileage quality. 60.9 percent and 30.4 percent of the respondents are satisfied and neutral on engine quality.

So, 61.7 percent (majority) of the respondents are satisfied with the various attributes related to the quality of the commercial vehicles.

Table 4: Average Business Turnover (per annum)

Average Turnover	Number of respondents	Percentage
Below Rs.10 lakh	3	2.6
Rs.10 lakh - 20 lakh	4	3.5
Rs.20 lakh - 30 lakh	9	7.8
Rs.30 lakh - 40 lakh	52	45.2
Above Rs.50 lakh	47	40.9
Total	115	100.0

The above Table no. 4 describes that out of the total respondents selected for the study, 45.2 percent of the respondents opined organization's average turnover falls between 30 lakh – 40 lakh. 40.9 percent of the respondents opined that organization's average turnover falls above 50 lakh. 7.8 percent of the respondents opined that average turnover falls between 20 lakh – 30 lakh. 3.5 & 2.6 percent of the respondents opined that organization's average turnover falls between 10-20 lakh and 10 lakh respectively.

So, 45.2% percent (majority) of the respondents opined that their average business turnover is between Rs.30 lakhs to Rs.40 lakhs per annum.

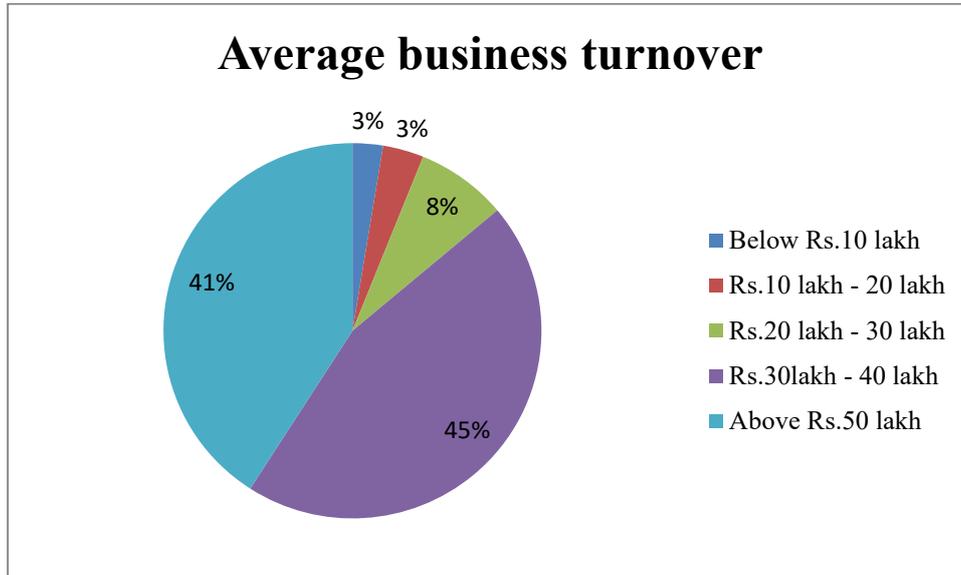


Chart 4: Average Turnover

Table 5: The Problems faced with Commercial Vehicle

	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	Total
	Count								
After sales service	13	13	12	10	0	0	0	10	58
Maintenance problem	32	13	13	0	0	0	0	0	58
Non availability of spares	0	22	0	0	13	0	10	13	58
More consumption of fuel	13	0	23	12	0	10	0	0	58
Safety & security	0	10	0	13	22	0	13	0	58
Agreed promotional	0	0	0	23	0	23	0	12	58

offers not provided									
Exchange of vehicle	0	0	10	0	13	0	35	0	58
Resale value	0	0	0	0	10	25	0	23	58

From the above Table no. 5 it clears that out of 58 respondents 32 respondents gave 1st rank to maintenance problem. 22 respondents gave 2nd and 5th rank to Non availability of Spares and Safety & security as a problem. 23 respondents gave 3rd, 4th and 8th rank to more consumption of Fuel. Agreed promotional offers not provided and Resale value as a problem by 25 respondents giving 6th rank to Resale value 35 respondents gives 7th rank to Exchange of vehicle.

The majority of the respondents ranked maintenance difficulties as first by the Commercial Vehicle customers.

B. Analysis of Variance (Anova)

The respondents have given their opinion on various items like price, place, promotion, and post-purchase.

Number of vehicles owned in business and constructs

Null hypothesis: Respondents belonging to the number of vehicles owned in business groups receives an average (mean values of groups) the same level of satisfaction towards various attributes on the constructs under study.

Alternative hypothesis: Respondents belonging to the number of vehicles owned in business do not receives an average (mean values of groups) the same level of satisfaction towards various attributes on the constructs under study.

Table 6: Table of Means – Number of Vehicles Owned Constructs

Constructs	Vehicles owned	Mean	Std. Deviation	F	Significant	Significant /Non Significant
Quality of the	less than 2	12.3548	2.86994	54.205	.000	S
	2 - 4	15.6389	.96860			
	4 - 6	12.0833	.28868			

commercial vehicle	Total	14.3826	2.33051			
Brand image	less than 2	22.9355	3.57711	44.544	.000	S
	2 - 4	26.4444	1.72707			
	4 - 6	21.0000	0.00000			
	Total	24.9304	3.06286			
Dealer/after-sale service quality	less than 2	33.0000	0.00000	49.297	.000	S
	2 - 4	40.8056	5.12283			
	4 - 6	33.0000	0.00000			
	Total	37.8870	5.54371			
Cost of ownership	less than 2	14.0323	5.35714	7.512	.001	S
	2 - 4	16.5417	1.70284			
	4 - 6	15.0000	0.00000			
	Total	15.7043	3.25785			
Value for money	less than 2	6.6452	.95038	7.664	.001	S
	2 - 4	7.2083	1.23263			
	4 - 6	6.0000	0.00000			
	Total	6.9304	1.16017			
Overall brand satisfaction	less than 2	9.9677	1.42557	19.112	.000	S
	2 - 4	11.4306	1.67691			
	4 - 6	9.0000	0.00000			
	Total	10.7826	1.75110			
Brand loyalty intention	less than 2	9.9677	1.64284	34.041	.000	S
	2 - 4	11.6250	1.16809			
	4 - 6	9.0000	0.00000			
	Total	10.9043	1.58377			

Note: S-Significant @ 5% level (P-value ≤ 0.05), NS-not significant @5% level (P value >0.05)

From the analysis of variance, it is found that the analysis significance for the constructs of the level of satisfaction towards the following attributes on quality of the commercial vehicle, Brand image, Dealer/after-sale service

quality, Cost of ownership, Value for money, overall brand satisfaction and Brand loyalty intention of the respondents are greater than 0.05 level and the fixed level of satisfaction on various constructs and hence the null hypothesis is rejected. It is concluded that the respondents belonging to the various number of the owned vehicle have a different level of satisfaction towards the various attributes of the commercial vehicle.

The magnitude of the mean value indicates that the respondents belonging to a different number of an owned vehicle have a different level of satisfaction on Dealer/after-sale service quality.

Kilometres driven per month and constructs

Null hypothesis: Respondents belonging to vehicle given a kilometres driven per month give an average (mean values of groups) the same level of opinion on the constructs under study.

Alternative hypothesis: Respondents belonging to a vehicle given a kilometres driven per month do not give on an average (mean values of groups) the same level of opinion on the constructs under study.

Table 7: Table of Means – Number of Vehicles Owned Constructs

Constructs	Kilometres have driven	Mean	Std. Deviation	F	Significant	Significant /Non Significant
Price	below 4000 km	7.0222	1.27009	3.842	.024	S
	4001 - 6000 km	6.5745	1.41028			
	above 8000 km	6.1304	1.01374			
	Total	6.6609	1.31714			
Place/availability	below 4000 km	8.8000	1.34164	6.412	.002	S
	4001 - 6000 km	9.3191	1.57572			
	above 8000 km	10.2609	2.02748			
	Total	9.3043	1.66583			
Promotion	below 4000 km	15.3333	2.23607	74.281	.000	S

	4001 - 6000 km	14.1064	1.02648			
	above 8000 km	19.3043	1.52061			
	Total	15.6261	2.55281			
Post purchase	below 4000 km	17.9111	3.73450	6.893	.002	S
	4001 - 6000 km	20.3830	2.68290			
	above 8000 km	19.3913	3.04122			
	Total	19.2174	3.36333			

Note: S-Significant @ 5% level (P-value ≤ 0.05), NS-not significant @5% level (P value >0.05)

From the analysis of variance, it is found that the analysis significance for the constructs of purchase decision attributes on price, place, promotion, and post-purchase of the respondents are less than 0.05 levels, the fixed level of satisfaction on various constructs and hence the null hypothesis is rejected. It is concluded that the respondents belonging to various vehicles given a different reasonable level of satisfaction towards the various attributes of the commercial vehicle.

From the above Table no. 7 it is observed that the Table significance for all the constructs are less than or equal to (≥ 0.05), level of significance. Therefore the null hypothesis is rejected.

The overall level of satisfaction differs significantly below 4000 kms, 4001 - 6000 kms & above 8000 kms driven per month of post-purchase. The magnitude of the mean value indicates that the respondents belonging to a different vehicles was given kilometres driven per month, have a different levels of satisfaction on post-purchase.

C. Chi-Square Test

The chi-square test is applied to test the significant difference between observed (O_i 's) and expected values (E_i 's). In this research, the researcher is interested in finding correlation before purchase activities done by the respondents.

Their opinion on activities that will be carried out before purchasing LCV is analysed using the chi-square test. Since the questionnaire consisted of multiple-choice questions. So, the sample total here is different (480 instead of 115).

Sources of Awareness

Awareness

To find out the source from which the majority of respondents get information the chi-square test is applied.

Null Hypothesis: All the items of sources of awareness under study are equally considered.

Alternative Hypothesis: All the items of sources of awareness are not equally considered.

Table 8: Sources of Awareness

Sources of awareness	Observed N	Expected N	Residual
Friends and relatives	63	43.9	19.1
Advertisement	92	43.9	48.1
Sales representative	67	43.9	23.1
Family members	14	43.9	-29.9
Exhibition	43	43.9	-.9
E-commerce websites	14	43.9	-29.9
Social Media	14	43.9	-29.9
Total	307		

Test Statistics	
Chi-Square	134.410 ^a
Df	6
Asymp. Sig.	.000

Since the Table no. 8 significance is 0.000, which is less than 0.05, the level of significance of the null hypothesis that all sources of awareness are equally considered is rejected.

From the above Table it is found that advertisements, friends and relatives and sales representatives are highly influential sources than others.

D. Weighted Average Analysis

The weighted average is applied to find out the importance attached to each item under study and comparison is made based on these weighted averages in finding the important factor based on which respondents will be influenced to purchase the Light Commercial Vehicle’s (‘LCV’s.)

The factors under study are Heavy and dense load over a long distance, Better fuel efficiency, Better power, For captive application, Efficient supply chain, Cost-effectiveness, Affordable price, Resale value, Brand image, Superior mileage, Excellent pick-up, Tiers grip, Warranty, Easy maintenance. The number of respondents gave their response on Very Important, Important, Moderately Important, Somewhat Important, and Not Important were taken.

The Tabulation below gives the weighted average for the factors considered.

Table 9: The Weighted Average on Various Factors of CV

Factors	Not Important	Somewhat Important	Moderately Important	Important	Very Important	Weighted Average
	1	2	3	4	5	
Heavy and dense load over long distance	0	10	2	46	57	4.30
Better fuel efficiency	0	0	13	67	35	4.19
To avoid rental cost	0	0	16	55	44	4.24
Better power	0	0	13	89	13	4.00
For captive application	0	0	13	81	21	4.07
Efficient supply chain	0	0	13	64	38	4.22

Cost effectiveness	0	0	12	78	25	4.11
Affordable price	0	0	13	64	38	4.22
Resale value	10	0	3	77	25	3.93
Brand image	0	0	25	77	13	3.90
Superior mileage	0	0	23	45	47	4.21
Excellent pick up	0	10	16	67	22	3.88
Tiers grip	0	0	13	64	38	4.22
Warranty	0	10	16	64	25	3.90
Easy maintenance	10	0	3	55	47	4.12

The factors, Heavy and Dense Load over Long Distance has a highest weighted average (4.30), the next is to avoid the rental cost (4.24), affordable price, and efficient supply chain and tiers grip (4.22) and dense load over long distance, to avoid the rental cost, affordable price, efficient supply chain, and tiers grip are very important factors for good.

11. Conclusion

Indian commercial vehicle industry takes a very important and major role in modelling the country's economy. Textile business units are in need to transport the output or production from one point to another and also it passes the raw materials into finished products. Well planned, systematic, efficient logistic and supply chain operations are the success mantra of any business units.

The sample size of the study is 115 textile business units in Coimbatore city were cooperative in carry out the research work throughout the research period. The researcher has gained knowledge in the respective study area and has got elaborate exposure on the role of the commercial vehicles more specifically with commercial vehicles (CV) and its contribution towards textile business units in Coimbatore city. This particular research experience has motivated the research scholar to carry out different research programmes with different research issues in order to contribute more solutions to the business society which will help for sustainable development.

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