

A Study on Customer Satisfaction on Lpg Services

Vishal J

MBA, Department of Management Studies
Bharath Institute of Science and Technology,
Selaiyur, Chennai, Tamil Nadu 600 073
Bharath Institute of Higher Education and Research

ABSTRACT

Humanity faces a unique and far-reaching challenge. Our energy needs are growing as a result of continued population increases, economic growth, and individual fuel/energy consumption. At the same time, emissions from fuel wood and fossil fuels, the main energy source for heating in homes and powering our economies, are contributing to climate change and affecting the local air quality. Liquefied Petroleum Gas is used as fuel for thousands of applications. In developing countries the main benefits of LPG is in helping people to switch from unsustainable biomass use to a clean and safe cooking fuel. LPG's domestic uses can never be ignored. It has played a revolutionary role when it comes to changing the face of domestic fuels used for heating and cooking. The present scenario in LPG industry there are many opportunities for LPG to contribute to improved living standards. The main purpose of the study is to understand the attitude and satisfaction of consumer towards after sales and service, gas agencies which will help the company to make proper marketing strategy to rendered good services and satisfy the needs of the customer.

Keywords: LPG, consumer, Service Quality etc

INTRODUCTION

The present scenario in LPG industry there are many opportunities for LPG to contribute to improved living standards. LPG is known to be the most useful and effective energy alternative for domestic as well as business, use. The fact that it is offer versatile usage at lower cost than other energy sources, accompanied with its environmentally-friendly nature, greatly increases the demand among people. LPG is subsidized by the government in India. Increases in LPG prices has been a politically sensitive matter in India customer oriented market should make sure that there is healthy computation in the market between different companies like BPCL,HPC,IOC and Reliance etc. Time has become talk of the town therefore the customers give utmost priority to those gas industries which produces varieties of gas with prices, services etc, which have been exerting influence on the playing decision of the consumer.

CONSUMER

An individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a consumer.

SATISFACTION

“Satisfaction is the consumer’s fulfillment response. It is a judgment that a product and services feature is the product or service itself. Provides a pleasurable level of consumption related fulfillment”

CUSTOMER

A customer is an individual or business that purchases the goods or services produced by a business. The customer is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses will often compete through advertisements or sales in order to attract a larger customer base.

CUSTOMER SATISFACTION:

It is no longer enough to satisfy customers. You must delight them .Satisfaction is a person feeling of pleasure or disappointment resulting from comparing the products to comparing products received performance is in relation to his or her expectations. As this definition makes clear satisfaction is a function of received performance and expectations. With the performance falls sharp expectations, the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. With the performance exceeds expectations, the customer is highly satisfied or delighted .Mini companies are aiming for high satisfactions because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch .High satisfactions are delight creates an emotional brand with the brand. Not a just rational performance the result is high customer loyalty Xeroxes senior managers believes that a very satisfied or delighted customer is worth tent times as much to the company as a satisfied customer.

CONSUMER ATTITUDE:

An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of consumer attitudes highly important for a marketer. An attitude may be defined as a feeling of favorableness or un favorableness that an individual has towards an object (be it a person, thing or situation). It is a learned predisposition to exhibit and act based on evaluation resulting in a feeling of like or dislike towards and object. In terms of consumer behavior, consumer attitudes may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering.

USAGE OF LPG

Most consumption of LPG occurs at the household level (49%), followed by the use of LPG in the petrochemical industry (21.6%) and other industrial uses (11.8%). Direct consumption in refineries and finally the agricultural sector make up 2% of global consumption. Other sectors (e.g.Autogas) add up to an aggregated 9.3% of total consumption.

In Industrial countries, LPG is used for the following purposes:

- ❖ **HEATING AND COOKING-** especially in locations that are not connected to local gas distribution systems.
- ❖ **AUTO GAS** - Consumption of auto gas is enhanced through low taxes. In 2008, more than 13 million cars ran on LPG globally. Industries are currently promoting the spread of car gas.
- ❖ Furthermore, LPG is used for **cooling** and in the **petrochemical industry**. The petrochemical industry uses LPG for instance in the production of plastic.

In developing countries LPG is mainly used as a cooking fuel. The users are predominately middle-to-high-income households in regions with a supply network (mostly urban and semi-urban areas).

Another obstacle to gas use is safety, or at least the perception that people have towards the safety of working with the gas. For instance, pure LPG is odorless and invisible, distinctive odor is usually added to warn of its presence. Escape of LPG may be noticeable by smell. In one case, when the liquid evaporates, the cooling effect on the surrounding air causes condensation and even freezing of water vapor in the air. This effect may show itself as frost at the point of escape and, thus, make it easier to detect an escape of LPG.

OBJECTIVES OF THE STUDY:

- To know the customer opinion with regard to after sales service rendered by the agencies.
- To evaluate the satisfaction level of respondents towards agency service.

LPG AGENCIES IN INDIA

There are various companies in India which are in the business of manufacturing the LPG gas in India. Most of the companies are under the government authority while some of them are private organizations also. The several LPG manufacturing companies are as follows:

BHARAT PETROLEUM CORPORATION LIMITED

It is mainly known as the BPCL. The company is very large and mainly a state owned company which is having its headquarters at Mumbai. The company deals in lubricants, fuels and mainly the LPG gases. They are in the field of the manufacturing LPG gases from very long time and have listed themselves in the fortune 500 lists. Bharat Gas is a product of Bharat Petroleum Corporation Limited (BPCL). At present, the Bharat gas has coverage of around 25 million households across the country as well as hundreds of commercial and industrial establishments. Bharat gas has always been the frontrunner in maximizing the efficiency and in enhancing the customer satisfaction.

HINDUSTAN PETROLEUM CORPORATION LIMITED

It is mainly known as the HPCL all over the world. The company is a state owned organization which is mainly involved in the oil refinery mainly LPG gases. HPCL commenced marketing of

LPG under the brand name "HP GAS" in 1979 with takeover of these concessionaires and merger with HPCL with a customer holding of 7.8 lakhs. The field marketing set up consists of 32 exclusive LPG Regional Managers. There are sales areas in each region with an exclusive Sales Officer looking after the various aspects of LPG marketing of a particular geographical area including control on the HP Gas distributorships. In addition to Domestic LPG, HPGAS also markets LPG cylinders for Commercial and Industrial purposes and Bulk LPG by tankers for Industries.

INDIAN OIL CORPORATION

Indian Oil is India's flagship national oil company with business interests straddling the entire hydrocarbon value chain - from refining, pipeline transportation and marketing of petroleum products to exploration & production of crude oil & gas, marketing of natural gas and petrochemicals. It is the leading Indian corporate in the Fortune 'Global 500' listing, ranked at the 83rd position in the year 2012. The Indian oil is that much largest company in the India which is having 10 out of 18 oil refineries in India. It is having its head office at Delhi. The company is the largest in terms of the sales among all the companies in India. For the benefit of its LPG cooking gas customers, Indian Oil is promoting fuel-efficient, safe & quality products through its Indene distributorships.

Table Shows the how soon does gas dealer response immediately in case of leakage.

PARTICULAR	RESPONDENT	PERCENTAGE
Within 30 min	00	00
More than 1 hour	28	28
1 day	10	10
1 week	00	00
No leakage	62	68
Total	100	100

ANALYSIS:

From the above table it is found that 28% of respondents told dealer response more than 1 hour in case of leakage, 10% of respondents told dealer response within 1 day and 62% respondent told they are not facing leakage problem.

INTERPRETATION:

As per the above graphical representations it is clear that the maximum numbers respondents are not facing the leakage problem.

cylinder.

Table shows the satisfaction level of service provided gas agencies.

PARTICULAR	RESPONDENT	PERCENTAGE
Easy for cleaning the vessel	8	8
Easier and quicker to cook	15	15
Economy	22	22
Cleanliness in kitchen	16	16
Convenient	10	10
Prestigious Item	5	5
Environmental friendly	27	27
Total	100	100

FINDINGS, SUGGESTIONS & RECOMODATION

Most of the customers have an opinion that there is a delay in supplying the LPG cylinder. Hence they can reduce the time delay in distribution.

It is the agency responsibility to create the awareness among the consumers on efficient handling (usage) on domestic LPG and safety measures. The agency should take the necessary steps to improve this service.

The delivery man not conforming the weight of the cylinder it shows the customers are dissatisfied. So I suggest the delivery man should confirm the weight of the cylinder.

Agencies should improve their service in all aspects such as communication on Gas booking & delivery time, services in agency outlets, Behavior of counter staff/Deliverymen and Mechanic, Customer care response over landline, Service / Inspection after sales.

CONCLUSION

“The customer is always right” is a famous business slogan. The underlying truth behind this statement is realizing that, customers are the life blood for any business. In this competitive

environment, quality service has become the secret of success in all service sectors. Quality service means, it is absolutely to satisfy the customer needs.

REFERENCES

- [1] William J Stanton & Kenneth E. Miller (1985), “Fundamentals of Marketing”, *Tata McGraw Hill*, New Delhi.
- [2] George W. Snedecor & William G. Cochran Iowa (1989), “Statistical Methods”, 8th Edition, *State University Press*.
- [3] N. Hill (1996), “Handbook of Customer Satisfaction Measurement”, *Gower Publishing*.
- [4] C.R. Kothari (2006), “Research Methodology: Methods and Techniques”, 2nd Edition, *New Age International (P) Ltd.*, New Delhi.
- [5] Dr. A. Vinayagamoorthy, C. Sankar & M. Sangeetha (2007), “Study on Service Quality Perception of Domestic LPG”, *Abhinav National Monthly refereed Journal of Research in Commerce & Management*, Vol. 1, No. 10, Pp. 134–148.
- [6] S.P. Gupta (2009), “Statistical Methods”, *Sultan Chand and Sons Publications*, 38th Edition.
- [7] William Young, Kumju Hwang, Seonaidh McDonald and & Caroline J. Oates (2009), “Sustainable Consumption: Green Consumer Behavior when Purchasing Products”, *The World LP Gas Association*.
- [8] Peter Anyon (2009), “LP Gas: Healthy Energy for a Changing World”, *The World LP Gas Association*.
- [9] R.R. Saraf, S.S.Thipse & P.K. Saxena (2009), “Comparative Emission Analysis of Gasoline/LPG Automotive Biofuel Engine”, *The World LP Gas Association Reports*.
- [10] Eric Johnson, Atlantic & Michael Kelly (2010), “Clearing the Air: Black Carbon, Climate Policy and LP Gas”, *The World LP Gas Association Reports*.
- [11] Eric Johnson & Atlantic (2010), “Substituting LP Gas for Wood: Carbon and Deforestation Impacts”, *The World LP Gas Association’ deforestation-brochure-a4-v2.press*.
- [12] www.hindustanpetroleum.com
- [13] www.hpgasonline.in
- [14] www.worldlpgas.com
- [15] <http://lpgindia.com/>
- [16] <http://jihaan.hpcl.co.in/booking>