



A STUDY CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY LPG GAS AGENCIES IN COIMBATORE CITY

¹Mr. A.David, ²Mr. Manoj.A.M

¹Assistant Professor, Department of Commerce with Professional Accounting,
Dr.NGP Arts and Science College, Coimbatore

²181PA031, Department of Commerce with Professional Accounting,
Dr.NGP Arts and Science College, Coimbatore

ABSTRACT

“Study on Service Quality Perception of Domestic LPG”, stated that the service marketers have really understood that competition can be well managed by differentiating through quality. Significance of service lies in customer service management. In this the complete environment, service quality has become the success mantra in all service sector. Keeping this in mind, this study has been conducted at Coimbatore city to identify the service quality of LPG ., “LP Gas: healthy energy for a changing World”, concluded that, “Making “clean fuel” choices can directly help to improve the wellbeing of whole communities. Improvements in public health flowing from the use of cleaner fuels not only reduces the cost of providing health care and social services, but also contributes to the broader economy by helping to avoid the impacts of diminished productivity.

KEYWORDS: Clean Fuel, Broader Economy, Customer Service.

1. INTRODUCTION

Liquid Petroleum Gas (LPG) is increasingly becoming the Preferred choice of fuel in the world. The increase in patronage could be at tribute to its affordability. Efficiency and environmental friendliness .like other energy sources, there are challenges that impede the smooth supply of LPG resulting in shortage. Liquified Petroleum Gas (LPG) is an environment friendly fuel used widely in household kitchens, industries and commercial establishments. LPG consumers are tied to LPG distributor with very little freedom to choose their distributors. Such a vast and complex marketing activity requires proper discipline among the LPG distributors from whom the entire LPG customers are serviced. LPG as a source of fuel is increasingly becoming popular among public. This is because it is affordable, clean and efficient in the distribution of goods and services. LPG marketing is unique. There is a network of over 13,000 LPG distributors in the country to meet the requirement of LPG consumers.

2. STATEMENT OF THE PROBLEM

Liquid Petroleum Gas (LPG) is a highly flammable chemical that consists of mixture of propane and butane. LPG is used for cooking at

home, restaurant, and certain use for industry. They have certain weaknesses that make the gas leakage occur. The leakage of gases only can be detected by human nearby and if there are no human nearby, it cannot be detected. But sometimes it cannot be detected by human that has a low sense of smell. Thus, this system will help to detect the presence of gas leakage. Furthermore, gas leakage can cause fire that will lead to serious injury or death and it also can destroy human properties. This system was developed by using IoT to give real-time response to the user and the nearest fire station.

3. OBJECTIVES OF THE STUDY

- To Analyse the Demographic Profile of LPG consumers in Coimbatore city.
- To Study the Usage of LPG for the Household use by Customer in the Coimbatore city.
- To Find out the Problems and Offer Valuable Suggestions based on the study.
- To Evaluate the Satisfaction level of Respondence towards Agency Services.



4. RESEARCH METHODOLOGY

The present study is mainly based on primary data. The required primary data were collected through the questionnaires with 75 sample responses. The data collected is classified and analyzed keeping in view, the objective of the study.

5. STATISTICAL TOOLS

- Simple Percentage Analysis.
- Rank Analysis.

6. REVIEW OF LITERATURE

A.Vinayagamoorthy , C. Shankar and M. sangeetha (2013) in their study entitled, “Study on Service Quality Perception of Domestic LPG”, stated that the service marketers have really understood that competition can be well managed by differentiating through quality. Significance of service lies in customer service management. In this the complete environment, service quality has become the success mantra in all service sector. Keeping this in mind, this study has been conducted at Salem city to identify the service quality of LPG gas. The result

indicates that customers are not highly satisfied with the service provided by the LPG gas. So the company took some serious action to improve the service quality.

Joydeep Mukherjee (2010) in his article entitled, “Distribution & Retailing of LPG in India”, concluded that, “We have seen the contrast between the different market segments prevailing in Indian LPG industry. To be more precise, we saw how the domestic segment is quite different from its counterpart industrial and bulk segment, be it the implications of subsidy, demands of users or the interference from the government. Further, we studied the supply and logistic involved in LPG distribution and how the number of agencies in a region are optimized to reduce the deadweight loss to the society. We had also focused on the marketing strategy which we found to be difficult or at least peculiar, due to the fact that customer couldn't see the product which makes it by large homogenous. Lastly, we dealt with the scope of growth for LPG in Indian market and threat from its close and worthy substitute.

7. TOOLS USED TABLES

PERCENTAGE ANALYSIS

TABLE SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Educational qualification	Number of Respondents	Percentage
Up to 10 th Standard	7	9
+2 / Diploma	22	29
UG	18	24
PG/Professionals	15	19
Others	13	18
Total	75	100

RANK ANALYSIS

RANK ANALYSIS ABOUT LPG GAS AGENCY

Factors	5	4	3	2	1	Total	Rank
Price	13	8	18	20	16	207/75	III
	65	32	54	40	16		
Offers	20	12	15	10	18	231/75	II
	100	48	45	20	18		
Service	18	27	8	7	15	251/75	I
	90	108	24	14	15		
Customer care	10	18	10	8	29	197/75	IV
	50	72	30	16	29		
Payments	8	8	6	30	23	173/75	V
	40	32	18	60	23		

8. SUGGESTIONS

- Gas Agencies should improve their delivery schedule. By offering timely delivery to the customers on the date specified in the sales invoice.
- They also concentrate on the explanation of delivery persons; many are felt that the delivery persons are not explained properly in case of leakage.
- Customers want Sunday also to be working day.



- Billed amount should be collected from the customer, since many said delivery man charge extra other than billed amount.
- A proper survey should be conducted and more attractive and useful services must be introduced.

9. CONCLUSIONS

The study has helped the researcher to know that there is a good and enterprising Service Department existing in Gas Agencis. But still if the recommendations quoted above are taken into consideration it would lead to better results.

As company exist because of services made and the corresponding profits earned, it is highly advisable to give maximum importance to the activities related to customers. Gas Agencies needs to tighten its relation with customers, which will help in increased or good services after it has well positioned itself in town.

10. REFERNCE

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