

Customer Satisfaction of Hindustan Petroleum Liquefied Petroleum Gas (LPG) Product in Urban Households

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ABSTRACT

Women usually feels Liquefied Petroleum Gas (LPG) as an Essential Product and which helps them to reduce the day to day challenges. In the LPG gas market demand for the product and supply are having a vital role in the women's day to day activity. This study majorly focused on how the Hindustan Petroleum company provides services to the households in the Dindigul town and their customer satisfaction. The Study follows descriptive research design with the help of Semi Structured interview schedule. The study identified that the company provides adequate support to the customers and delay in delivery makes customers feels unhappy.

KEY WORDS: Customer Satisfaction, LPG, Dindigul

I. INTRODUCTION

Liquefied petroleum gas (LPG) is an essential products in kitchen reduces the carbon foot print. In the year 1920, Modern LPG was first introduced by Union Carbide as a brand called "PYROFAX" and its marketing started in India in 1950's by Burmah Shell & Stanvac in towns around the Refineries. In 1955 the company take over all the distributors and formed a marketing company as 'HP GAS'. The merger brought 7.8 lakh households to the company. In that time demand for LPG was very low and the sales turnover was 174TMT. In 2018 company become one of the biggest LPG marketing company with a customer network of 69 million domestic users with 4849 distributors across the nation.

Universal access to LPG for household to increase the socio political and economic development by 2030. To achieve this goals service providers across the world should work to create a better environment in production and supply chain

system. This study investigate how the far the services H P Company providing the customer support and the satisfaction in different level of utilization.

LPG (Propane) Chemical Properties

Particular	Dimension
Boiling Point	-42 °C or -44 °F
Freezing Point	-188 °C or -306.4 °F
Specific Gravity of Liquid	0.495 (25°C)
Density Propane Gaseous Density	1.898 kg/m ³ (15°C) or 0.1162 lb/ft ³
Energy Content	25 MJ/L or 91,547 BTU/Gal (60°F)
Gaseous Expansion	1 L (liquid) = 0.27 M3 (gas)
Flame	1967 °C or 3573 °F

Temperature	
Propane Ignition Temperature in Air	470°C - 550°C (878°F - 1020°F)
Limits of Flammability	2.15% to 9.6% LPG/air
Propane Auto Ignition Temperature	470 °C or 878 °F
Molecular Weight	44.097 kg/kmole

(elagas.com)

LITERATURE REVIEW

Customer's satisfaction has effect on building their interest to re-purchase the item. The Facilities for quick complaint handling and effective customer service helplines management to prevent building of any undesirable impressions of the customer. (Anderson and Sullivan 1993). In some circumstances producers have inadequate direct contact with the customers then efforts made by retailers for customer satisfaction can play vital role. In such conditions the customer treats retailers as representatives of the corporation. (Chu and Desai 1995). Service quality, customer satisfaction, and procurements intention. The results of correlation analysis suggested that service quality was an antecedent of consumer satisfaction, service quality had less effect on purchase intentions than did consumer satisfaction, and consumer satisfaction had a significant effect on purchase intentions. (Cronin and Taylor, 1992).

RESEARCH METHODOLOGY

Statement of the problem

Many Gas service producers are serving the households to reduce their daily hurdles in the kitchen. Usually the higher market demand may lead the service provider to neglect the customer feed backs and satisfaction.

Research Design

The research follows a quantitative research design with a structured interview schedule.

Study Area

The study area is Dindigul City Municipal Corporation, one of the very ancient city in Tamil Nadu state. The Local body consist of 50 wards and elected representatives with a population of 207,327.

Sampling Techniques

Purposive random sampling used to collect the information from the women's who all are regularly seeking the support from HP LPG Company in Dindigul Town and 69 samples were identified and collected from the three wards in the city.

NEED OF STUDY

The purpose of the study is to understand the satisfaction of customer towards after sales services of shreepathgouda gas agency which will help the company to make proper marketing strategy to render good services and satisfy the needs of the customer. The study will help the company to make proper strategies and emphasize on their weaker areas.

Objectives of the study

- ❖ To study the opinion and satisfaction level of the customers of Liquefied Petroleum Gas Products Services of Hindustan Petroleum in Dindigul Town

Data analysis and Interpretation

Table No.1

Basic Services Amenities provided by the gas agency

Items	Variable	Frequency	Percentage
Number of Cylinders	One	43	62.3
	Two	26	37.7
Gas Cylinder Refilling Frequency	20-30 Days	7	10.1
	30-50 Days	41	59.4
	50-60 days	21	30.4
Gas Cylinder Delivery	Door Step	26	37.7
	Kitchen	43	62.3
Extra Charges	No Extra Charges	59	85.5
	5 - 10	6	8.6
	10 - 20	1	1.4
	More than 20	3	4.5
Delay in Delivering The cylinder after Booking	Within 48 hours	5	7.3
	One Week	45	65.2
	Before Two Week	19	27.5

(Source: Primary Data)

Table No.1 discuss about the basic services amenities provided by the gas agencies to the Households and 43 percent of the respondent are having one cylinder and 26 per cent owned 26

percent. 59.4 per cent of the households refills the cylinder within in the 30 to 50 days. They may be depending LPG as the primary source of Energy for cooking. 85.5 percent are not paying any kind of additional charges to deliver the product in their door step. Most of the time Service provider delivering the product up to the kitchen.

Table No. 2

Satisfaction Level of the customer on various services

Particular	Variable	Frequency	Percentage
Weight of the Cylinder Delivered	Yes	54	78.3
	No	15	21.7
attitude of Service Staff	Very Good	15	21.8
	Good	34	49.2
	Average	11	15.9
	poor	8	11.6
Availability of Spare Parts	Very Bad	1	1.4
	Very Rare	2	2.9
	Sometimes	7	10.2
Cost of spare parts	Always	60	86.9
	Affordable	66	95.6
	Not affordable	3	4.3

(Source: Primary Data)

Table No. 2 identified that the satisfaction level of the HP customer service provider is very high on various services. They 78.3 Per cent of the Households feels that the service provider used to provide the exact weight prescribed by the government. The Staff in the agency used to keep well manners and 64.1 Per cent feel comfortable to deal with agency staff. In terms of spare parts service most of the family doesn't have the need of the spare parts and 86.9 per cent necessary spare parts are available with the agency and 95.6 percent households are able to access the service in a minimum cost.

Figure No.1

Satisfaction Level of Product Delivery in Percentage Analysis



(Source: Primary Data)

Figure No 1 represents the satisfaction level of the customers in delivery of the product up to door step and up to the kitchen the Women households feel the delivery of product up to the kitchen as a highly helpfulact (78%). 11.5 Per cent of the people doesn't care about, where the deliver the product.

Table No. 3

Responsibility for after sales services

Particular	Variable	Frequency	Percentage
Gas Leaking Complaint	30 Min	18	25.7
	1 hour	41	58.6
	Within 24 hrs	11	15.7
Emergency response	Inadequate	1	1.5
	Neutral	55	79.7
	Adequate	13	18.8
Credit of subsidy	No subsidy	2	3
	On Time	57	82.6
	After Long Waiting Period	10	14.4

(Source: Primary Data)

Table No.3 Shows that Responsibility of the after sales service are in a satisfactory position. The service provider used to attend 84.3 per cent gas leaking complaint within one hour. All other complaint they doesn't feel good 79.7 per cent respondent as neutral to the emergency complaints. The service provider help the customer to get the subsidy without delay.

Figure No 2

Satisfaction level of Customer Relation by the company



Figure No 2 Explains the satisfaction level of the customer in with respect to the relation of the company with their customers 68.11 percent of the customers feel good and 8.72 per cent responded as the company has to provide extra customer care numbers to make queries at the earliest.

Major Findings

1. The consumers satisfaction on basic services are healthy

2. Most of the customers are facing the irregularity of increasing the price of the gas. so HP agencies and government it or make take the necessary action to rectify it or make the customer awareness on increasing it or make the customer awareness on increasing price of the gas
3. HP agencies should improve their service in all aspects such as communication on gas booking delivery time, services agency outlets behaviour of customer care response over landline, service/ inspection after sales.
4. 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

Suggestion

1. Service provider has to provide additional customer care number in local languages.
2. favour that the agency conduct mandatory in inspection once in a two year, 13% of the respondents are in favour that the agency conduct mandatory in inspection once in a three year
3. Computerisation and GPS enabled system can reduce the delay in delivery of the products.

CONCLUSION

The present scenario of fluctuation in the pricing of the LPG and the subsidy return gives much worries to manage the monthly budget of the middle class families. The company should invest in effective and fast supply chain management to reduce the hurdles of the women in delay in delivery. The wider availability of LPG will reduce the larger emission of Carbon dioxide to the environment due to the littering of wood and other commodities.

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