



A Study on Customer Satisfaction Towards Pahal (DBTL) Scheme Among Lpg Domestic Customer Within Coimbatore City

Dr.K.Poorna

M.Com., M.Phil.,Ph.d., Associate Professor in Commerce, PSG College of Arts and Science, Coimbatore

Mrs.T.Maheswari

M.Com, Research Scholar in Commerce, PSG College of Arts and Science, Coimbatore

ABSTRACT

The customer satisfaction is the much admired topic in marketing and the customer is the king. The study is conducted with the aim to know the satisfaction level of the LPG domestic customers towards the DBTL (PAHAL) scheme launched by the Government for the customer who opted for subsidy. LPG is prepared by refining petroleum or 'wet' natural gas and is almost entirely derived from fossil fuel sources, being manufactured during the refining of petroleum. LPG is simply propane or butane, are flammable mixture of hydrocarbon gases used as fuel in heating appliances, cooking equipment and vehicles. There are three bodies involved and benefited with the DBTL scheme they are government of India, Oil Marketing Company and the Domestic LPG customer. Under the DBTL Scheme, the domestic LPG customers will be benefited by receiving the gas subsidy amount directly into their respective bank accounts.

KEYWORDS : LPG, Marketing, PAHAL

INTRODUCTION

Liquefied Petroleum Gas (LPG) was introduced as a domestic fuel in 1960. Until the economic reform programs were put into operation, State owned companies handled the entire production and marketing of LPG. In 1992, 35 private sector companies developed plans for the import and distribution of LPG. India was the fourth largest energy consumer in the world after China, the United States and Russia in 2011. According to the 2011 Census of India, 33.6 million (28.5%), Indian Household used LPG as Cooking Oil. LPG is a light distillate obtained from crude oil and the processing of natural gas. LPG is a blend of Butane, and Propane readily liquefied under moderate pressure.

LPG is available in compact 5 kg cylinders of rural, hilly and inaccessible areas, 14.2 kg cylinders for domestic uses and 19 kg and 47.5 kg for commercial and industrial use. LPG is primarily marketed by three main public sector oil marketing companies- Indian Oil Corporation Limited (IOCL), Bharat Petroleum Corporation Limited (BPCL) and Hindustan Petroleum Corporation Limited (HPCL). The domestic LPG Consumer will get subsidy for 9 cylinders per year. LPG subsidy was directly paid to the oil companies by the Government. The customer has to pay only the difference amount between the market price and subsidy of the cylinder. There was many evil activities and unauthorized use of subsidized cylinders. Hence the PAHAL Scheme was introduced.

The Direct Benefit Transfer of LPG (DBTL) Scheme was actually launched on 1st June 2013 and it covered 291 districts. As many customers faced problems in linking their Aadhar Number, The Government modified the scheme and launched Pratyaksh Hanstantarit Labh (PAHAL) scheme on 15th November 2014 for the 54 districts and in remaining districts the scheme was started on 1st January 2014. Under the scheme 15 crores consumers spread across 676 districts of the country will be covered. The scheme will enable the LPG customers to get subsidy directly to their respective bank accounts. This can be availed by linking Aadhar Number to bank accounts or even without linking. The customer will be offered permanent Advance, once they join the PAHAL (DBTL) Scheme. Recently, The Government has announced that Subsidy for LPG will be cancelled for the customer earning more than Rs.10 Lakhs.

Objective of the study

Following are the objectives of the study

1. To know about the level of satisfaction of PAHAL scheme.
2. To know the problems faced by the customers.
3. To indulge themselves into the PAHAL scheme.
4. To offer suggestion based on the study.

Statement of problem:

The central government has given many subsidies to the citizen, in that LPG subsidy in the major beneficial one. To make the subsidy available to the domestic customer, PAHAL scheme was introduced and the subsidy amount is directly sent to the bank account. The government and the people are facing many problem with respect to the receiving the subsidy. Hence this study is undertaken to study the satisfaction level of the customer about the DBTL scheme.

Research methodology:

Source of data : Primary & secondary
Sample size : 100

Limitation of the study

1. The study is limited to Coimbatore city only
2. The findings and suggestion are purely based on the information given by the respondents

REVIEW OF LITERATURE

- According to the report, ARGUS LPG World, News, Prices and analysis (2011), stated that, India is making a renew attempt to curb the abuse of heavily subsidized fuel such as LPG. The LPG Industry finds itself as often happens with global political shocks, on the wrong side of the political turmoil. International LPG prices look as they will bulk the normal spring trend and push sharply higher. They have little choice, given the surge in crude prices. LPG price has surge already begun. So the LPG does not appear to have been lost to the Mediterranean market. The LPG industry must brace itself for a period of extreme price volatility.
- Krishnan Kutty (2012) in his seminar presentation entitled, „Oil & Gas for Sustainable Growth “R&D Intervention in LPG”, he concluded that, consequently, the domestic accident due to LPG has been minimized to an insignificant level 0.23 ppm making LPG the safest domestic fuel.
- Babasab Patil (2012), conducted a study titled, “Customer satisfaction on bharat gas agencies in Coimbatore”, said that the gas agency are well established in providing satisfactory after sales services to its customers. By seeing the observations most of the customers are having positive perception towards that particular gas agency and are satisfied with its services such as Availability of Timely and safe delivery, Staff support, Trained Mechanics etc.
- Chike Chikwendu (2011) in his study entitled, “Changeover from Kerosene to LPG use”, concluded that, “Making LPG accessible to all through making it available across socioeconomic groups can be achieved by locating LPG depots strategically across the country to assure uninterrupted product availability and price stability.

ANALYSIS AND INTERPRETATION
Percentage Analysis Of The Personal Factors

PERSONAL FACTORS	PARTICULARS	NUMBERS	PERCENTAGE
Sex	Male	33	33
	Female	67	67
Age	18 -30 Yrs.	11	11
	31-40 Yrs.	45	45
	40 -50 Yrs.	34	34
	50 Yrs. and above	10	10
Educational Qualification	No formal education	24	24
	Higher secondary level	36	36
	Under Graduate	25	25
	Post Graduate	11	11
	Professional	4	4
Occupational status	Home Makers	59	59
	Workers	12	12
	Business	23	23
	Professionals	4	4
	Others	2	2
Annual Income	Below Rs.1,00,000	11	11
	Rs.1,00,001 to Rs.2,00,000	22	22
	Rs.2,00,001 to Rs.3,00,000	54	54
	Rs.3,00,001 and above	13	13

It is observed from the above table that Majority of the respondents choosen for the study are female, in the age group of 31 to 40 years, educated up to higher secondary level and are Home Makers, with the annual family income between Rs.2,00,001 to Rs.3,00,000.

Chi Square Analysis

Chi square analysis – Personal Factors and respondents’ willingness do give up the subsidy

Hypothesis:

The personal factors of the respondents have no significant influence on respondent’s willingness to give up subsidy

Personal Factors	Chi -square Test	p- value	Significant Value	S/NS
Gender	20.63	3.841	0.05	S
Age	6.24	7.81	0.05	NS
Educational Qualification	92.97	9.49	0.05	S
Occupational Status	57.30	9.49	0.05	S
Annual Income	5.26	7.81	0.05	NS
Kind of Family	4.28	5.9	0.05	NS

Therefore, from the above table it is found that the hypothesis is accepted in three cases, and there is a no significant relationship between the age group, Annual income of the respondents and kind of family and willingness to give up subsidy and there is a significant relationship between the Gender, Educational Qualification and Occupational status and willingness to give up subsidy.

SUGGESTIONS

1. To give information to the customer about the crediting of the subsidy amount in their different bank accounts.
2. To maintain timely settlement of the subsidy amount in the accounts.

3. The government should add some more LPG dealers in the Coimbatore city.
4. The New connection process should be made easy.

CONCLUSION

The customers are the king of the Universe. Everything is decided based on the customer. The products are for the customer and it should be according to his taste and preference. It’s a changing world and the new technologies are adopted and updated. The LPG also should adopt new technologies and develop. Nowadays the joint family are reduced into nuclear families so a large number of gas connections are increased so the new connection process should be made easier to the customers and the deposit amount should be minimized.

Reference

1. William J Stanton & Kenneth E. Miller (1985) ‘Fundamentals of Marketing’ Tata McGraw Hill, New Delhi.
2. C.R.Kothari (2006), ‘Research Methodology Methods and Techniques 2nd Edition, New Age International Ltd.
3. S.P.Gupta (2009); Statistical Methods, ‘Sultan Chand and Sons Publication, 38th Edition.
4. Peter Anyon (2009); LP Gas: Healthy Energy for a changing World, The World LP Gas Association.
5. Argus LPG World, New Prices and Analysis (2011)
6. P.Krishnan Kutty(2012); Oil & Gas for sustainable Growth, R& D Intervention in LPG, LPG Equipment Research Center Report , Bangalore
7. Mylpg.in
8. Petroleum.nic.in/dbt/
9. Indianexpress.com
10. www.givitup.in