



A Study on Consumer Satisfaction Towards Hindustan Petroleum LPG Gas Cylinder in Coimbatore

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ABSTRACT:

This study aims to assess consumer satisfaction towards HP cylinder, evaluating factors such as availability, pricing, delivery, safety, and customer service. The research will utilize a quantitative survey to gather data from a sample of HP cylinder consumers, examining their experiences and opinions. The findings of this study will provide insights into how HP can enhance customer satisfaction and retention.

1. INTRODUCTION:

Hindustan Petroleum Gas Cylinder is a commonly used source of energy in households and commercial establishments in India. It is a safe and reliable way to store and transport liquefied petroleum gas (LPG). HP Gas is one of the leading brands in the LPG industry, providing high-quality gas cylinders and efficient distribution services across the country. The company ensures the safety and convenience of its customers by adhering to strict quality control standards and delivering gas cylinders at their doorstep. With its commitment to excellence and customer satisfaction, Hindustan Petroleum Gas Cylinder is a trusted and popular choice for all LPG requirements.

A. OBJECTIVES:

- Ensuring the safety and reliability of the HP cylinder.
- Improving the overall quantity of the HP cylinder and its related services.
- To analyse the problems faced by the customers and service provided by the company.
- To provide customers with easy access to HP Gas cylinders through online booking and payment systems.
- To continue to improve the quality and reliability of HP Gas cylinders to ensure customer satisfaction and loyalty.

B. STATEMENT OF PROBLEM:

One of the main problems facing Hindustan Petroleum Corporation Limited (HPCL) in regards to their gas cylinders is the availability and distribution of cylinders in certain areas. Some parts of the country still face a shortage of LPG cylinders, which results in customers having to wait for extended periods of time to receive their cylinders. This can cause inconvenience and frustration for customers. Additionally, the distribution network may not be able to meet the ever-growing demand for HP Gas cylinders, leading to further delays in delivery. Another problem is related to safety issues.

C. RESEARCH METHODOLOGY:

There are various which are used in analyzing data. The following tools are used for representing and analyzing data.

Tools:

- 1) Simple Percentage analysis.
- 2) Chi Square Test

Percentage Analysis:

Percentage methods refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are being based on descriptive relationship. It compares the relative items. Using percentage, the data are reduced in the form with base equal to 100% which facilitates relative comparison.

Chi Square Test:

A chi-squared test is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes are large. In simpler terms, this is primarily used to examine whether two categorical variables are independent in influencing the test statistic.

2. REVIEW OF LITERATURE:

- A. **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 [1:53 pm, 15/04/2023] Vishnu: to the Mediterranean market. The LPG industry must brace itself for a period of extreme price volatility.
- B. **Chike Chikwendu (2011)** in his study entitled, "Change- over 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.
- C. **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^{0.23ppm}making LPG the safest domestic fuel.
- D. **Ruangwud Jarurungsipong & Nopalak Rakthum (2012)** in their study, Price Controls Support LPG Fuel Consumption argues that, LPG consumption will be significantly reduced if the government allows the retail prices of LPG in all segments to rise to market.

3. COMPANY PROFILE:

HPCL was incorporated in 1974 after the takeover and merger of erstwhile Esso Standard and Lube India Limited by the [Esso \(Acquisition of Undertakings in India\) Act 1974](#). Caltex Oil Refining (India) Ltd. (CORIL) was taken over by the Government of India in 1976 and merged with HPCL in 1978 by the CORIL-HPCL Amalgamation Order 1978. Kosan Gas Company was merged with HPCL in 1979 by the Kosan gas Company Acquisition Act 1979.

International rankings:

- HPCL is a [Fortune Global 500](#) company and was ranked at position 259 in 2013.
- In 2016, HPCL was ranked 367.
- HPCL was featured on the [Forbes Global 2000](#) list for 2013 at position 1217.
- HPCL was the 10th most valuable brand in India according to an annual survey conducted by Brand Finance and [The Economic Times](#) in 2010.

4. DATA ANALYSIS AND INTERPRETATION:

CHI-SQUARE TEST:

AREA OF LIVING	NO. OF DAYS TAKEN TO DELIVER THE CYLINDER				TOTAL
	SAME DAY	1 TO 2 DAYS	2 TO 3 DAYS	MORE THAN 3 DAYS	
URBAN	7	17	12	11	47
SEMI-URBAN	11	21	13	1	46
RURAL	4	8	3	2	17
TOTAL	22	46	28	14	110

CHI SQUARE VALUE (X^2) = (Observed value - Expected value)² / Expected value.

Degree of freedom = (Row - 1) * (Column - 1)

= (3-1) * (4-1)

Degree of Freedom = 6

Calculated Value of X^2 = 0.095

Table value = 12.592

Hypothesis:

HO: There is no significance relationship between dependent variable and independent variable level of significance 5%

H1: There is a significant relationship between dependent variable and independent variable level of significance 5%.

Interpretation:

In the above comparative analysis, the calculated value (0.095) is less than the table value 12.592 at 5% level of significance. Hence Null hypothesis is accepted.

Thus, there is no significant relationship between the area of living and the number of taken to deliver cylinder for the respondent.

5. FINDINGS, SUGGESTION AND CONCLUSION:**A. FINDINGS:****I. PERCENTAGE ANALYSIS:**

- 5 Majority 76% of the respondents are male.
- 6 Majority 46% of the respondents are 18 to 20 years.
- 7 Majority 43% of the respondents are urban.
- 8 Majority 76% of the respondents are unmarried.
- 9 Majority 70% of the respondents are UG.
- 10 Majority 61% of the respondents are student.
- 11 Majority 34% of the respondents are Below 10,000.
- 12 Majority 27% of the respondents are social media.
- 13 Majority 44% of the respondents are HP.
- 14 Majority 33% of the respondents are user-friendly.
- 15 Majority 48% of the respondents are electric coil.
- 16 Majority 42% of the respondents are 31-50 days.
- 17 Majority 54% of the respondents are two.
- 18 Majority 55% of the respondents are phone.
- 19 Majority 42% of the respondents are 1-2 days.
- 20 Majority 41% of the respondents are kitchen.
- 21 Majority 30% of the respondents are No charges.
- 22 Majority 43% of the respondents are 1 hour.

II. CHI-SQUARE TEST:

There is no significant relationship between the area of living and the number of taken to deliver cylinder for the respondent.

B. SUGGESTION:

- Most of the customers have an opinion that there is delay in supplying the LPG cylinder, HP LPG godowns may be installed in few more locations as the study area is vast. Hence they can reduce the time delay in distribution.
- There should be some more dealers in Coimbatore area, this would help in increasing the sales and in turn, it would improve the service quality on distribution
- Most of the consumers are facing irregularity of increasing the price of the gas. So HP Agencies and Government should take the necessary action to rectify it or make the customer awareness on increasing price of the gas.

C. CONCLUSION:

The customer is always right" is a famous business slogan. The underlying truth behind this statement is realizing that, customers are the life line 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 people needs who buy the product. Keeping this in mind, this study has been conducted at Coimbatore city to identify the customers' attitude and satisfaction towards the domestic HP LPG services. The findings of the study shows that the customers has faced the irregularity of price increase and delayed supply of HP gas cylinders.

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