

CUSTOMER SATISFACTION LEVEL IN LPG AMONG DOMESTIC & NON-DOMESTIC CONSUMERS

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ABSTRACT

LP Gas is a clean and portable fuel. It provides heat and power in remote areas as well as in densely populated urban areas. Because of its portability, it is not dependent on transmission lines or pipeline grids. Its most popular use is for cooking and heating in the residential and commercial segments. The agriculture market uses LP Gas for crop and animal production, and powering farm equipment such as irrigation pump engines. Industry relies on LP Gas for heating, drying, and powering industrial trucks etc. In response to growing concerns of urban air pollution and greenhouse gas formation, the use of LP Gas as an automotive fuel (Auto Gas) is becoming increasingly popular.

Modern LPG was first launched by Union Carbide as "PYROFAX" brand in the year 1920. LPG marketing started in India in fifties by Burmah Shell & Stanvac in towns around the Refineries. The marketing of LPG was entrusted to private concessionaires of Esso & Caltex such as erstwhile Kosan Gas, DGPL & JK Gas. 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.

KEYWORDS: LP Gas, Modern LPG, Marketing Management