

A STUDY ON CUSTOMER SATISFACTION TOWARDS SAI GAS AGENCIES, PALAKKAD

A PROJECT REPORT

Submitted

by

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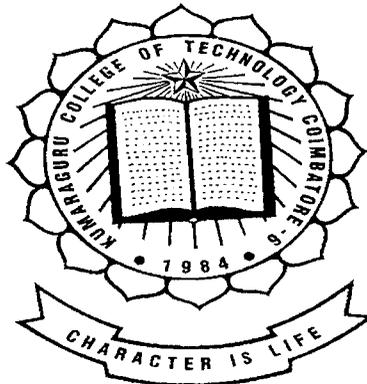


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Anna University-Coimbatore

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY

JULY 2008

CERTIFICATES

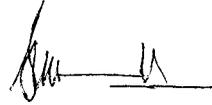
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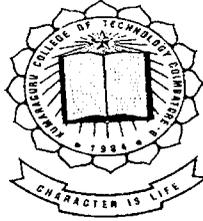
To
The Head of the Department
KUMARAGURU BUSINESS SCHOOL
Coimbatore

This is to certify that **MS. BHAVYA K.R.** of final year **MBA**, a student of **KUMARAGURU COLLEGE OF TECHNOLOGY** has successfully completed her project on “**Customer Satisfaction Towards Sai Gas Agency** “ from june14th2008 to July 19th2008. During this period she was regular and punctual in her work. We wish all the very best in her future endeavors.



KANNADAS.B

MANAGING DIRECTOR



**DEPARTMENT OF MANAGEMENT STUDIES
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COIMBATORE**

BONAFIDE CERTIFICATE

Certified that this project titled “A STUDY ON CUSTOMER SATISFACTION TOWARDS SAI GAS AGENCIES, PALAKKAD” is the bonafide work of Ms. K.R.BHAVYA (Roll No.07MBA10) who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported here in does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.


Faculty Guide


Director

Evaluated and viva-voce conducted on 1. 11. 08


Examiner I


Examiner II

DECLARATION

I hereby declare that the dissertation entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS SAI GAS AGENCIES, PALAKKAD” submitted for the MASTER OF BUSINESS ADMINISTRATION degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associateship, Fellowship or any other similar titles.



24/10/08

Signature of the student

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ACKNOWLEDGEMENT

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Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

EXECUTIVE SUMMARY

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations. The process for measuring customer satisfaction and obtaining feedback on organizational performance are valuable tools for quality and continuous service improvement.

Every industry goes through narrow phases like introduction, growth, maturity and decline. These stages will vary from place to place based on interceptions and interpretations. It is really necessary for every organization to perform a self-appraisal to study themselves and to know how far they have reached the customer and what the customer thinks about the service to promote business and this has led to the study on customer satisfaction at Sai Gas Agencies.

The scope of study is confined to customers of Sai Gas Agencies. The study primarily aims at finding out the customer's satisfaction towards the service of Sai gas Agencies, Palakkad. A sample size of 70 customers was taken into account for this purpose.

The project also analyzes the feedback from the customers and suggestions are given to improve customer relationship and customer satisfaction. The study assumes the characteristics of exploratory & descriptive research. Data were collected from the respondents using specially designed questionnaire. The data collected were analyzed using various statistical techniques.

LIST OF TABLES AND CHARTS

TABLE OF CONTENTS

CHAPTER NO	CONTENTS	PAGE NO
	Bonafide Certificate	
	Declaration	
	Acknowledgement	
	Executive Summary	
1	INTRODUCTION & DESIGN OF THE STUDY	
	Introduction	1
	Sai Gas Agencies	3
	Products & Services	4
	Need For the Study	5
	Scope of the Study	6
	Statement of the problem	6
	Objective of the study	6
	Review of Literature	6
2	MICRO AND MACRO ANALYSIS	19
3	METHODOLOGY	
	Research Methodology	24
	Research Instruments	24
	Sample Design	24
	Geographical Coverage	24
	Statistical Tools Used	25
	Limitations	25
	Chapter Scheme	25
4	ANALYSIS AND INTERPRETATION	27
5	FINDINGS AND INFERENCES	42
6	SUGGESTIONS	45
7	CONCLUSION	46
	ANNEXURE	
	BIBIOLOGRAPHY	

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
1	Number of Years as Customer	27
2	Purpose of Cylinder Booking	28
3	Mode of booking cylinders	29
4	Type of cylinders preferred	30
5	Time taken to deliver the cylinders	31
6	Satisfaction on delivery time	32
7	Response to user queries and FAQs	33
8	Updated information on new schemes and rules and regulations at IOC	34
9	Rating on promptness of cylinder delivery	35
10	Rating on Customer Service offered at Sai Gas Agencies	36
11	Maintenance of intimation note during the absence of customer on cylinder delivery	37
12	Additional promotional offers to customers	38
13	Satisfaction towards promotional offers	39
14	Other products interested in purchase	40
15	Recommending to Friends and Relatives	41

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10	Rating on Customer Service offered at Sai Gas Agencies	36
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13	Satisfaction towards promotional offers	39
14	Other products interested in purchase	40
15	Recommending to Friends and Relatives	41

INTRODUCTION & DESIGN OF STUDY

CHAPTER 1

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations.

A customer may be defined as someone who:

- has a direct relationship with, or is directly affected by agency and
- Receives or relies on one or more of your agency's services or products.

There are a number of reasons why customer satisfaction is important:

- Meeting the needs of the customer is the underlying rationale for the existence of community service organizations. Customers have a right to quality services that deliver outcomes.
- Organizations that strive beyond minimum standards and exceed the expectations of their customers are likely to be leaders in their sector.
- Organizations that provide high quality services instil confidence in their customers, stakeholder and their funders.
- Customers are recognized as key partners in shaping service development and assessing quality of service delivery.

The process for measuring customer satisfaction and obtaining feedback on organizational performance are valuable tools for quality and continuous service improvement.

The growth of the customer service culture in both the private and public sectors has led to increased expectations of high quality, individually tailored and seamless services.

An organization with a strong customer service culture places the customer at the centre of service design, planning and service delivery.

Customer centric organizations will:

- determine the customers expectations when they plan
- listen to the customer as they design
- focus on the delivery of customer service activities
- value customer feedback when they measure performance.

In order to place customers at the centre of community services it is essential to:

- Understand customer and community needs, value customer feedback and deliver services that meet the needs of the customer.
- Measure satisfaction levels and incorporate feedback into service planning and service improvement initiatives.

Understand customers, from their perspective

Delivering a service that makes a positive impression on customer's starts with understanding what good service is from their point of view. What you do, how you do it, how well it's done and doing it consistently are fundamental to meeting expectations and satisfying needs.

Customer empowerment in service provision

- Ensure customers participate in the assessment and program planning process to create services tailored to their specific and individual needs.

- Ensure customers are well informed, and assist them to participate in decision making regarding the service they receive.
- Where appropriate, coordinate service plans for individuals to ensure a seamless service and assist with referrals to other agencies.

Measure customer satisfaction

There are a number of ways to determine what customer's value and measure how satisfied they are with the services and products provided. The most direct way is to use surveys, questionnaires and interviews, focus groups, telephone surveys and feedback via email or the internet.

It is important to determine the purpose of measuring customer satisfaction and then tailor the collection of data accordingly. This includes determining the appropriate research methods and that a statistically sound sample is collected to measure and obtain an accurate picture of overall customer satisfaction.

The results need to be carefully analyzed to ensure that opportunities for meaningful service improvements can be made. Undertaking service improvement reviews based on the feedback provided strengthens overall customer relationships; trust and confidence will build as customers witness the impact of their feedback to improve service delivery.

1.2 SAI GAS AGENCIES

SAI GAS AGENCY, which is a family business, was founded in 2004. They commenced their activities by serving the varied customers, both domestic & commercial, in distribution of Indane LPG cylinders.

Of Late, they have expanded their activities by catering to the needs of various industries in conversion to LPG heating system from their existing fuels. With their extensive experience in technological fields they offer solutions to wide ranges of applications in all types of industries.

The main objective of the agency is quality in technology, equipments and service. They strongly believe that as such, there is no MAGIC FUEL which will be the most efficient and most economical. The theory of MAGIC FUEL is that *“The success or failure of any industry depends on the speed at which it can switch from one fuel to another ”*.

Their Central Theme of work is based on research facilities, in which combustion systems are thoroughly checked. They are backed up by a number of basic measurements covering wide ranges

In addition, the agency provides a large range of technical services to its customers. These cover a spectrum of possibilities from technical advice and consultancy on the design of frame research facilities, engineering services, provision of measuring equipment, test services to the provision of raw data for manufacturing, in addition to energy auditing, and up gradation of existing heating systems.

1.3 PRODUCTS AND SERVICES

Indane is today one of the largest packed-LPG brands in the world. IndianOil pioneered the launch of LPG in India in the 1970s and transformed the lives of millions of people with the introduction of the clean, efficient and safe cooking fuel. LPG also led to a substantial improvement in the health of women in rural areas by replacing smoky and unhealthy *chullahs* with *Indane*. It is today a fuel synonymous with safety, reliability and convenience.

LPG is a blend of Butane and Propane readily liquefied under moderate pressure. LPG vapour is heavier than air; thus it normally settles down in low-lying places. Since LPG has only a faint scent, a mercaptan odorant is added to help in its detection. In the event of an LPG leak, the vapourisation of liquid cools the atmosphere and condenses the water vapour contained in it to form a whitish fog, which is easy to observe. LPG in fairly large concentrations displaces oxygen leading to a nauseous or suffocating feeling.

Suraksha LPG hose, flame retardant aprons and energy efficient Green Label stoves are recommended to enhance safety measures while using LPG as fuel.

To prevent diversion, the *Indane* brand is being backed by RFID technology, a new concept that helps track the movement of LPG cylinders. Initial trials are currently going on, after which it will be implemented on a countrywide basis.

Indane is available for domestic use in 14.2 Kg capacity cylinders and also in 5 Kg capacity cylinders in select few cities primarily in hilly / rural areas in the country. New LPG Connections are now available on Demand across the country.

1.4 NEED FOR THE STUDY

Every industry goes through narrow phases like introduction, growth, maturity and decline. These stages will vary from place to place based on interceptions and interpretations.

It is a tough competition to maintain the reputation of an organization and this is possible only by means of dedicated service and self-appraisal.

In this current situation it is really necessary for every organization to perform a self-appraisal to study themselves and to know how far they have reached the customer and what the customer thinks about the service to promote business and this has led to the study on customer satisfaction at Sai Gas Agencies.

1.5 SCOPE OF THE STUDY

The scope of study is confined to customers of Sai Gas Agencies. The study primarily aims at finding out the customer's satisfaction towards the service of Sai gas Agencies, Palakkad. A sample size of 70 customers was taken into account for this purpose.

1.6 STATEMENT OF THE PROBLEM

This area of Research is confined to make a detailed study on customer's satisfaction towards the service offered by Sai Gas Agencies, Palakkad.

1.7 OBJECTIVES OF THE STUDY

Primary Objective

To find the customer satisfaction towards the various services and products offered by Sai Gas Agencies.

Secondary Objective

- To give an overview of customer satisfaction
- To discuss on products handled by Sai Gas Agencies
- To find out the customer satisfaction towards the services offered by Sai Gas Agencies
- To identify problems and to suggest measures based on the findings of the study

1.8 REVIEW OF LITERATURE

Sui-Hua Yu¹ has made a survey on An Empirical Investigation on the Economic Consequences of Customer Satisfaction and economic returns. The relationship between customer satisfaction and economic returns has received growing attention in the customer satisfaction literature. However, there has been limited work linking

conduct firm-wide or business-level tests, but few investigate if individual customers' satisfaction with products or services drives their purchase intentions and economic contributions to the firm. Using panel data from 36 retail branch banks managed by an international financial institution (RBANK), which consists of two customer satisfaction data-points over nine months and monthly-activity based customer profitability data, this study examines how individual customers' satisfaction impacts customer revenue, customer costs, and customer profitability. The results indicate that several dimensions of customer satisfaction are positively associated with individual customers' repurchase intentions and firm reputation. The effect of the responsiveness dimension dominates the effect of other dimensions in most tests. These findings shed light on several management issues, such as market segmentation, customer retention, and the implementation of a balanced scorecard. Furthermore, this study highlights a way for managers to analyze customer value, which is beneficial for long-term customer relationship management.

Tieh-Min Yen, Yi-Chan Chung, Chih-Hung Tsai² has made a survey on Business Opportunity Algorithm for ISO 9001: 2000 Customer Satisfaction Management Structure. Corporate sustained growth relies on the ability to continually generate profits, this in turn depends on their products meeting customers' needs and expectations. Generally, customer satisfaction is evidenced in the high rate of customer loyalty, good reputation, increase in market share, improvement of performance and reduction in complaints, etc. In contrast, the results of poor customer satisfaction include loss of customers, decrease in market share, deterioration of performance, poor reputation and increase in customer complaints, etc., which directly affects gross turnover and operating costs. Therefore, customer satisfaction has become an important operating goal to which enterprises have competed to make the commitment. Moreover, measuring and monitoring customer satisfaction has become an important research topic for enterprises. This study attempts to explain how to set up a complete customer satisfaction and target

management system based on the concepts of customer satisfaction and target management proposed in ISO 9001: 2000, conduct real-world case study, identify the critical items in customer recognition through market analysis, survey of satisfaction and business opportunity algorithm and eventually integrate corporate objectives to achieve sustained improvement.

Yingzi Xu, Goedegebuure, Robert, Van der Heijden, Beatrice³ has made a survey on Customer Perception, Customer Satisfaction, and Customer Loyalty within Chinese Securities Business: Towards a Mediation Model for Predicting Customer Behavior. This study proposes a mediation model that links customer perceived service value to customer loyalty via customer satisfaction. Psychometrically sound measures were selected and a survey was undertaken among 1,200 customers of a Chinese Securities firm with a response rate of 41%. Results show that customer satisfaction does play a mediating role upon the relationship between customer perceived service value and customer loyalty. Our study suggests that customer perceived service quality has a significant effect upon customer satisfaction; customer perception of relational benefits has a positive impact upon customer satisfaction, with trust being the most important indicator; customer satisfaction is positively related with loyalty in terms of positive word of mouth, willingness to pay more and to stay with the business. Our outcomes suggest that managers should initiate service policies aimed at securing improvement in customer satisfaction.

Yonggui Wang , Hing-Po Lo, Yongheng Yang⁴ has made a study on An Integrated Framework for Service Quality, Customer Value, Satisfaction: Evidence from China's Telecommunication Industry Service quality, customer satisfaction and customer value have become the priority of both manufacturers and service provider in the increasingly intensified competition for customers in today's customer-centered era. However, findings regarding service quality, customer satisfaction and customer value are rather divergent and related studies are fragmented, especially for the

complicated interrelationships among them. Thus, less is known about the relative impacts of quality-related factors on customer value and customer satisfaction up to now and the moderating role of customer value in the relationship between service quality and customer satisfaction has been neglected. Further, it is very difficult to find related studies, supported by evidence, that focus on service quality, customer satisfaction and customer value, and their influences on customer behavior intentions in the telecommunication industry. In this paper, much attention is paid to the measurement model of service quality in China's mobile communication market based on the well-known SERVQUAL model, but with reasonable modification on the basis of focus group discussions and expert opinions to reflect the specific industry attributes and the special culture of China. By taking a disaggregated approach, the key drivers of service quality, customer value and customer satisfaction are first identified and the impact of customer perceived sacrifice on customer value is emphasized. Then attention is given to the systematic study of the dynamic relationships among them, especially the moderating effect of customer value on the relationship between service quality and customer satisfaction, which is followed by the examination of their influences on behavior intentions of customers. Results are based on the development of structural equation models using Partial Least Square technique.

Sim, Janet, Mak, Brenda, Jones, David⁵ has made a survey on A Model of Customer Satisfaction and Retention for Hotels. This study was designed to assess the antecedents and consequences of customer satisfaction and retention in the hotel industry. The relationship between customer satisfaction and customer retention has been researched for many years. This study extended that research to look at the antecedent effects of customer satisfaction as well as the effect of added value and gender on customer satisfaction and customer retention, and how they relate to the intent to switch. Customer retention was operationalized in terms of loyalty and intent to switch. Customer satisfaction was operationalized in terms of hotel ambience and

hospitality. A survey among hotel customers in the San Francisco Bay Area was conducted. A LISREL structural equation model with confirmatory factor analysis was developed to analyze the data. Results indicated that the latent construct customer retention was dependent on the latent construct of customer satisfaction. Added value was found to have positive effects on customer satisfaction and customer retention. Managerial implications to develop strategies to improve customer satisfaction and enhance retention of hotel customers were discussed.

Yu, Chwo-Ming Joseph, Lei-Yu Wu, Yu-Ching Chiao, Tai, Hsing-Shia⁶ has made a survey on Perceived quality, customer satisfaction, and customer loyalty: the case of Lexus in Taiwan. The purpose of this study is to examine overall customer satisfaction associated with Toyota's Lexus automobiles in Taiwan by applying Fornell et al.'s (1996) customer satisfaction index (CSI) model. By analysing a set of 320 Taiwanese Lexus owners of more than 7 months, the study uses the structural equation model with LISREL software to show that the perceived quality has a direct effect on overall customer satisfaction, and has an indirect effect on customer complaint-levels and customer loyalty. That is, customer expectations have a direct impact on customer perceived quality; therefore, such expectations have an indirect effect on overall levels of customer satisfaction. Not surprisingly, overall customer satisfaction negatively influences customer complaints and positively influences customer loyalty. Importantly, the study also finds that customer complaints do not have negative impact on customer loyalty. Additionally, the study demonstrates that the CSI model should be modified in the case of Lexus' Taiwanese customers: because the notion of 'perceived value' is not present in the existing model, further exploration is required. Finally, the study finds that firms should do their utmost to improve perceived quality, as doing so seems to represent the most effective way of increasing levels of customer satisfaction.

Walsh, Gianfranco, Dinnie, Keith, Wiedmann, Klaus-Peter⁷ has made a survey on How do corporate reputation and customer satisfaction impact customer defection? A study of private energy customers in Germany. To analyze whether perceived corporate reputation and customer satisfaction are directly associated with customer intention. Design/methodology/approach - Using structural equation modeling, the study is based on the responses to a written questionnaire of 462 customers of a large German utility. Findings - A non-significant and weak relationship was found between corporate reputation and switching intention. The postulated impact of customer satisfaction on customer switching intention was confirmed. Corporate reputation and customer satisfaction were found to be strongly correlated. Research limitations/implications - The sample includes only one company's customers, so the findings may not be generalized to other industries. Future research in other service industries is called for. Practical implications - The threat of customer defection in deregulated markets requires power supply companies to examine the marketing instruments and measures required to inhibit customer willingness to switch power suppliers. This study demonstrates the need to focus on monitoring and increasing customer satisfaction. Originality/value - The importance of reputation and satisfaction will ultimately be assessed on the basis of their customer-related consequences and their economic relevance to companies. The construct of corporate reputation has attracted significant attention among marketing scholars, although almost no work can be found that focuses on the most important stakeholder group, namely customers. This paper addresses this research gap. The identification of context-specific reputation and satisfaction effects on customer defection offers both practical implications for marketers and contributes to the theoretical knowledge base of an increasingly important domain in services marketing.

Payne, Stephanie C, Webber, Sheila Simsarian⁸ has made a survey on Effects of Service Provider Attitudes and Employment Status on Citizenship Behaviors and Customers' Attitudes and Loyalty Behavior. The relationship among job satisfaction

P-249



affective commitment, service-oriented organizational citizenship behaviors (OCBs), customer satisfaction, and customer loyalty were examined for a sample of 249 hairstylists and 1 of their corresponding customers. Employee satisfaction was positively related to service-oriented OCBs, customer satisfaction, and customer loyalty, whereas affective commitment was not related to these outcomes. The extent to which the predictor variables interacted with one another and the role of employment status on these relationships was also explored. High levels of job satisfaction or affective commitment resulted in more service-oriented OCBs for employees and self-employed workers, whereas high levels of both resulted in more service-oriented OCBs for owners.

Homburg, Christian, Stock, Ruth M.⁹ has made a survey on The Link Between Salespeoples Job Satisfaction and Customer Satisfaction in a Business-to-Business Context: A Dyadic Analysis. Although it has frequently been argued that the job satisfaction of a company's employees is an important driver of customer satisfaction, systematic research exploring this link is scarce. The theoretical justification for a positive impact of salespeople's job satisfaction on customer satisfaction is based on the concept of emotional contagion. The analysis is based on a dyadic data set that involves judgments provided by salespeople and their customers collected across multiple manufacturing and services industries. Results indicate the presence of a positive relationship between salespeople's job satisfaction and customer satisfaction. Furthermore, the relationship between salespeople `s job satisfaction and customer satisfaction is found to be particularly strong in the case of high frequency of customer interaction, high intensity of customer integration into the value-creating process, and high product/service innovativeness.

Ndubisi, Nelson Oly, Wah, Chan Kok¹⁰ has made a survey on Factorial and discriminant analyses of the underpinnings of relationship marketing and customer satisfaction. This research seeks to empirically evaluate the influence of the

underpinnings of relationship marketing on the perceived quality of bank-customer relationship, and on customer satisfaction in the Malaysian banking sector.

Design/methodology/approach - A field survey of bank customers in Malaysia was conducted using a questionnaire. The data were factor-analysed to determine the key dimensions of RM. The resulting dimensions were applied in the subsequent discriminant analyses conducted to determine which factors discriminate between customers on the basis of perceived bank-customer relationship quality and customer satisfaction.

Findings - The results show that five key dimensions, namely: competence, communication, conflict handling, trust, and relationship quality, discriminate between customers in terms of perceived relationship quality and customer satisfaction. Moreover, overall bank-customer relationship quality discriminates between satisfied customers and those who are not.

Research limitations/implications - This study was conducted in a bank setting, and may not be generalised in other industries. It has also not considered the impact of the relationship management underpinnings on customer loyalty. However, by employing these constructs, and replicating this study in other industries, researchers would be able to unveil the factors that discriminate between loyal customers and those who are not, and also produce more generic results.

Practical implications - Findings suggest that banks can create customer satisfaction by exhibiting trustworthy behaviour, showing genuine commitment to service, communicating information to customers efficiently and accurately, delivering services competently, handling potential and manifest conflicts skilfully, and improving overall customer relationship quality.

Originality/value - Interest in the subjects of relationship marketing and customer satisfaction has been growing among marketing researchers

Molina, Arturo, Martin-Consuegra, David, Esteban, Águeda¹¹ has made a survey on Relational benefits and customer satisfaction in retail banking. The purpose of this paper is to investigate the impact of relational benefits on customer satisfaction in retail banking. This paper presents a causal model that identifies a connection

between the relational benefits achieved through a stable and long-term relationship with a given bank and customer satisfaction with retail banking.

Design/methodology/approach - Based on a theoretical framework regarding the relationship between relational benefits and customer satisfaction, an empirical study using a sample of 204 bank customers was conducted, and the theoretical model is tested. Multi-item indicators from prior studies were employed to measure the constructs of interest, and the proposed relationships were tested using structural equations modeling methods.

Findings - The results show that confidence benefits have a direct, positive effect on the satisfaction of customers with their bank. However, special treatment benefits and social benefits did not have any significant effects on satisfaction in a retail banking environment.

Research limitations/implications - This study was conducted in a retail banking setting, and may not be generalized in other service sectors. It has also focused on the relationship between relational benefits and satisfaction, while other factors that may have an influence on consumer satisfaction have not been considered.

Practical implications - The findings suggest that banks can create customer satisfaction through relational strategies that focus on building customer confidence. Therefore, frontline employees should be committed to establishing and maintaining confidence benefits for customers.

Originality/value - Interest in the subjects of relational benefits and customer satisfaction has been growing among marketing researchers and practitioners. The present study provides useful information on the relationship between customer satisfaction and specific relational benefits in retail banking.

Jiang, Pingjun, Rosenbloom, Bert¹² has made a survey on Customer intention to return online: price perception attribution-level performance, and satisfaction unfolding over time. Compared with the emphasis that service quality research has received in online marketing, much less work has been done on the role of price perception, service attribute-level performance and satisfaction that unfolds over time, and their effects on customer retention. This paper seeks to fill this gap in the

literature. Design/methodology/approach - This paper builds propositions about the role of price and customer satisfaction at different stages on customers' intention to return. Research hypotheses are developed based on theory from the combined literatures of services, product pricing, and behavioral decision theory. Data from the e-retailing industry related to two specific periods of shopping experience (at checkout and after delivery) are used in the empirical tests. Structural equation modeling is employed to test the hypothesized relationships. Findings - The findings of this study indicate that after-delivery satisfaction has a much stronger influence on both overall customer satisfaction and intention to return than at-checkout satisfaction, and that price perception, when measured on a comparative basis, has a direct and positive effect on customer overall satisfaction and intention to return. Research limitations/implications - The data are only available from surveying customers who have made purchases. Future study can investigate how satisfaction with shopping convenience has impacted customer acquisition. Measures of actual return behavior, as opposed to behavioral intentions, will also enhance the validity of the study. Practical implications - This paper concludes that excellence pre-sales service is not necessarily an advantage that allows e-tailers to develop customer retention. In fact, e-tailers might command higher customer retention through providing good performance in after-delivery service and continuously generating favorable price perceptions among customers because both have a strong and positive influence on return

Timothy L Keiningham, Tiffany Perkins-Munn, Lerzan Aksoy, Demitry Estrin¹³ has made a survey on Does customer satisfaction lead to profitability?: The mediating role of share-of-wallet. Many researches have proposed a virtuous chain of effects from improved customer satisfaction to profits. In particular, satisfaction is thought to improve share-of-spending, which in turn leads to higher customer revenue and customer profitability. This paper aims to examine these proposed linkages using data from the institutional securities industry. Design/methodology/approach - The data

used in the analyses were collected as part of an ongoing telephone satisfaction survey of 81 clients of an institutional securities firm across two continents (North America and Europe). Mediation analysis was used to test the hypothesized effects. Findings - Customer revenue was found to correlate negatively with customer profitability for unprofitable customers, and positively for profitable customers. Research limitations/implications - One of the limitations of this research is that it tests the propositions within a single industry. Future research should attempt to replicate these findings in other contexts. Practical implications - A simplistic focus on improving customer satisfaction for all customers in order to improve share-of-wallet and customer revenue does not seem to represent the best management approach to maximize overall firm profitability. In fact, it could actually result in a negative return on investment. Therefore, customers should first be segmented by their profitability to the firm before expending resources to improve customer satisfaction and share-of-wallet. Originality/value - The results of this paper challenge the conventional belief that customer satisfaction should lead to customer retention in turn, resulting in customer revenue and ultimately customer profitability. The findings indicate that this may not always be true.

Jap, Sandy D.¹⁴ Has made a survey on The Strategic Role of the Salesforce in Developing Customer Satisfaction Across the Relationship Lifecycle. The use of salesreps to build trusting relationships and customer satisfaction is a strategic choice in many organizations. Underlying this is an assumption that a trustworthy salesrep can play a critical role in driving the ultimate success of the firm's strategy to enhance an organizational customer's economic and noneconomic satisfaction. In this research, I contend that the customer relationship lifecycle is a critical moderator of the impact of a trustworthy salesrep on customer satisfaction. Survey results of approximately 1400 channel customers indicate that the consequential value of interpersonal trust in a salesrep is both time- and context-dependent. The salesrep plays a minimal role in influencing satisfaction outcomes in the exploration phase of

a customer relationship. However, as the relationship progresses through the buildup and mature phases, the interpersonal trust developed with a salesrep can add tremendous value to a customer's satisfaction with the relationship and the firm's products. When the relationship is in decline, the salesrep is useful for creating relationship satisfaction, but has an adverse effect on satisfaction with margins. Implications for the management of organizational customer relationships are discussed.

Chandrashekar, Murali, Rotte, Kristin, Tax, Stephen S, Grewal, Rajdeep¹⁵
Has made a survey on Satisfaction Strength and Customer Loyalty. Evidence reveals that many customers who state that they are satisfied with a service provider nevertheless defect. In this article, the authors focus on identifying which customers are vulnerable to defection despite their stated high levels of satisfaction. Building on the recently developed Judgment Uncertainty and Magnitude Parameters (JUMP) model, the authors decompose customers' stated satisfaction into two related but independent facets—satisfaction level and satisfaction strength—and then examine the role of satisfaction strength in the translation of satisfaction into loyalty. Using data from an ongoing customer satisfaction tracking study being conducted by a large U.S.-based service organization, Study 1 examines the role of satisfaction strength in shaping the satisfaction–loyalty link in a business-to-business setting. Study 2, a conceptual replication in a business-to-consumer context, examines the hypothesized relationships in a service failure/recovery situation. The studies strongly demonstrate that satisfaction strength plays a central role in the translation of stated satisfaction into loyalty. A key finding is that though satisfaction translates into loyalty when satisfaction is strongly held (i.e., low uncertainty), the translation is significantly lowered, on average, by approximately 60% when the same satisfaction is more weakly held (i.e., high uncertainty). The studies also indicate that prior relationship aspects (length of relationship, volume of business, and favorability of prior experiences) result in even greater vulnerability.

CHAPTER 2

MICRO AND MACRO ANALYSIS

At Independence, India's domestic oil production was just 250,000 tones per annum. The entire production was from one state-Assam. Most foreign experts had written off India as far as discovery of new petroleum reserves was concerned. The Government announced, under Industrial Policy Resolution, 1954, that petroleum would be the core sector industry.

Petroleum exploration & production was controlled by the Government-owned National Oil Companies (NOCs), ONGC and OIL, in pursuance of the Industrial Policy Resolution, 1954. In the early 70s, they supplied nearly 70% of the domestic requirement. However, by the end of the 80s, they had reached the stage of diminishing returns. Oil production had begun to decline whereas there was a steady increase in consumption and today the two NOCs are able to meet only about 35% of the domestic requirement. This was further compounded by the resource crunch in the beginning of the 90s. The Government had no money (FE) to give to the NOCs for the development of some of the then newly discovered fields. While some of these fields could be developed by ONGC (Gandhar, Neelam, Bombay High, Lakwa, Heera, Geleki etc.), for others there was no money available for indigenously developing the fields. The problem had elements such as the administered oil price, non-availability of appropriate technology, logistics etc.

Foreign Companies in Exploration in India

Foreign companies entered the Indian E&P scene since early fifties (Indo Stanvac project- A Joint Venture between Government of India and Standard Vacuum oil Company for West Bengal onland in early fifties, Carlsboms Natomas for Bengal offshore in early seventies, Assamerc for Cauvery offshore and Reading and bates for Kutch offshore also in early seventies and later since the first round in 1980; Shell for Kerala offshore and Chevronn-Exaco in Krishna - Godavery Offshore). This was certainly not as much as elsewhere in the

Opening of the Oil/Gas Fields for Development by Private Companies

The Indian oil/gas fields discovered by the two NOCs, were first offered in 1992 under the First Offer. The second such offer was made in 1993. Development of fields is characterized by a comparative lack of business risk but is a cost intensive venture. Only those companies who have previous experience of field development can undertake such ventures. Unlike the Exploration blocks, field development contracts have upfront payments to be made to the NOCs for past costs as well as in the form of signature bonus. At the stage of oil/gas production, companies are also required to make production bonus payments. Lack of previous experience forces the Indian companies to seek foreign partners not only to work as Operator but also to share costs. Today 74 Exploration Contracts and 28 Development Contracts are in operation. There are a total of 103 PSCs in operation. This is a sizable number but unfortunately this is not made known to a large number of people/enterprises. The Development Contracts are likely to add about 150,000 barrels of oil per day (or about 7.5 MT per year) and about 7 million cubic meters per day of gas production. In terms of money about 4 billion dollars are expected to be pumped into these ventures over the next 10 to 15 years.

ONGC

is a public sector petroleum company in India, contributing 77% of India's crude oil production.

Revenue (2006): \$ 10.5 billion

Employees: 41000

OIL

is India's largest commercial enterprise, with a sales turnover of US \$36.537 billion.

A wholly owned subsidiary company, **IndianOil Technologies Ltd.** is the **19th largest petroleum company in the world**

IndianOil's **world-class R&D Centre** has developed over 2,100 formulations of **SERVO brand lubricants** and greases for virtually all conceivable applications meeting stringent

international standards and bearing the stamp of approval of all major original equipment manufacturers.

IndianOil is also strengthening its existing overseas marketing ventures and simultaneously scouting new opportunities for marketing and export of petroleum products to new energy markets in Asia and Africa.

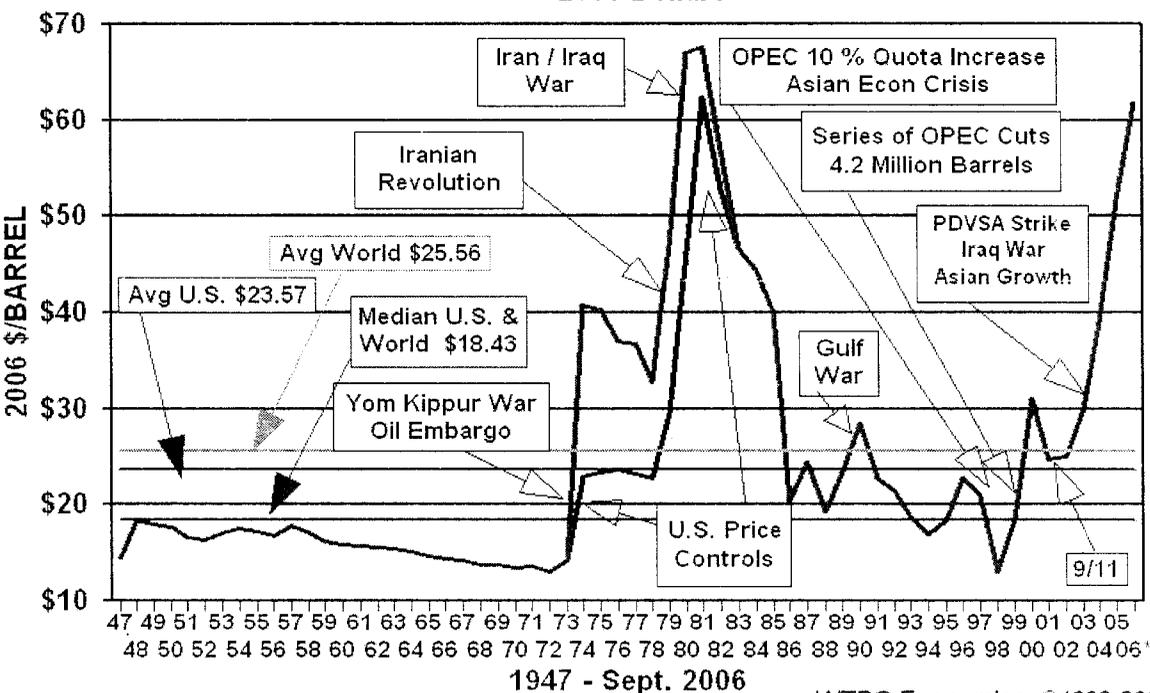
PCL

is the 3rd largest oil company in India owned by the Government of India.

revenue (2005): \$17.613 billion

GLOBAL OIL PRICES

Crude Oil Prices
2006 Dollars



1947 - Sept. 2006

— U.S. 1st Purchase Price (Wellhead) — "World Price" ^

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www.wtrg.com
(479) 293-4081

from the foundation of the **Organization of Petroleum Exporting Countries** in 1960 through 1972 member countries experienced **steady decline** in the purchasing power of a

Arab Oil Embargo: The Yom Kippur War started with an attack on Israel by Syria and Egypt on October 5, 1973. The United States and many countries in the western world showed strong support for Israel. As a result of this support several Arab exporting nations imposed an embargo on the countries supporting Israel. Arab nations curtailed production by 5 million barrels per day (MMBPD). Prices **increased 400 percent in six short months.**

Events in Iran and Iraq led to another round of crude oil price increases in **1979 and 1980.** The combination of the **Iranian revolution and the Iraq/Iran War** resulted in crude oil prices **more than doubling.**

The higher prices also resulted in increased exploration and production outside of OPEC. From **1980 to 1986** non-OPEC production increased 10 million barrels per day. OPEC was faced with **lower demand and higher supply** from outside the organization. Crude oil prices plummeted below \$10 per barrel by mid-1986.

The price of crude oil **spiked in 1990** with the uncertainty associated Iraqi invasion of Kuwait and the ensuing **Gulf War**, but following the war crude oil prices entered a **steady decline until in 1994** inflation adjusted prices attained their lowest level since 1973.

From **1990 to 1997** world oil consumption increased and the price cycle then **turned up.** The **United States economy was strong** and the **Asian Pacific region was booming.**

Until the March 28, 2000 adoption of the **\$22-\$28 price band for the OPEC basket of crude**, oil prices only exceeded \$23.00 per barrel in response to war or conflict in the Middle East.

With limited spare production capacity **OPEC has abandoned its price band** and for close to three years was powerless to stem a surge in oil prices which was reminiscent of the late 1970s.

During much of 2004 and 2005 the spare capacity to produce oil has been less than one million barrels per day. **A million barrels per day is not enough spare capacity** to cover an interruption of supply from almost any OPEC producer. In a world that consumes over **80 million barrels per day** of petroleum products, that adds a significant risk premium to crude oil price and is largely responsible for prices in excess of \$40 per barrel.

2004 to 2006:

- **Supply:** Oil traders felt that oil supplies might be reduced because of **turbulence in the Middle East** (war in Iraq, Iran's nuclear program, and internal instability in Saudi Arabia) and issues outside Middle East like political problems in **Venezuela** and potential instability in **West Africa**. Another important cause is the **US dollar's slump** against the Euro. Since oil is traded in dollars, the price must increase for OPEC to maintain purchasing power in Europe.
- **Peak Oil Theory and Speculation:** **Peak oil** refers to a singular event in history, the peak of the entire planet's oil production. Some argue that the increase in price is due to **oil speculation** extending into the long term. A July 14, 2005 Morgan Stanley report suggests that opinions of the oil market could burst just like a **bubble** if indications of declining Asian demand continue.
- **Demand:** World crude supply is not meeting ever-increasing demand, as witnessed by **oil shortages in Africa, India, and China**.

Today: Oil Prices went into a downward spiral of more than 20 percent since the middle of July. While energy prices remain high, they have not risen to heights that many analysts had feared, in part because of a light **hurricane season** this summer, the cease-fire between **Israel and Hezbollah** and the fact that **UN has not imposed sanctions on Iran**. While there is no sense of urgency about oil price increases, some members of Opec are beginning to express **anxiety about further price declines**.

METHODOLOGY

CHAPTER 3

METHODOLOGY

3.1 RESEARCH METHODOLOGY

The study on Customer Satisfaction towards Sai Gas Agencies, Palakkad is descriptive and analytical in nature. The study is based on primary and secondary data. Primary data was collected through questionnaire and unstructured interview. The secondary data was obtained from publications, magazines and websites and their old records and history.

Discussions were held with employees of Sai Gas Agencies to make a thorough study on the activities and with the customers to have a better understanding of the customer satisfaction towards the services offered by Sai Gas Agencies.

3.2 RESEARCH INSTRUMENTS

A structured questionnaire and unstructured interview were adopted for collection of primary data. This type of questionnaire proves more reliable. This questionnaire reduces the chances of the interviewer to be confused over different phrasing of questions and answers. The interviewer is given the choices he has to answer for a particular question and it is easily understandable and predictable.

3.3 SAMPLE DESIGN

The researcher has taken around 70 customers as sample for the present study. The samples were selected by convenience sampling method.

3.4 GEOGRAPHICAL COVERAGE

The study was undertaken on customers of Sai Gas Agencies. The customers were located in Palakkad district.

3.5 STATISTICAL TOOLS USED

The statistical tool used for estimating the customer's satisfaction towards services offered by Sai Gas Agencies is Simple Percentage Analysis.

3.6 LIMITATIONS

1. The study is restricted to only seventy customers who are regularly using the services offered by Sai Gas Agencies. So the results cannot be generalized for the total customers.
2. Lack of co-operation from the customer's in providing necessary information.
3. The area of study was restricted to a certain locality of Palakkad district only that include places like Palakkad, Ottpalam, Shoranur, Pathiripalam, Pazhyanur etc.,. Hence, caution need to be exercised in generalizing the results of the study.
4. The time availability to perform an overall exhaustive study was not enough to gather the complete scenario.

3.7 CHAPTER SCHEME

The entire research and study has been confined to different areas of classifications in the form of chapters specified as follows:

CHAPTER 1: INTRODUCTION AND DESIGN OF THE STUDY

This chapter briefs out the general introduction about the study done on customer satisfaction, Sai Gas Agencies profile and their service to its customers, the need for the study and scope of the study.

CHAPTER 2: RESEARCH METHODOLOGY

This study deals with the research methodology, research instruments, sample size limitations of the study and the chapter scheme.

CHAPTER 3: ANALYSIS AND INTERPRETATION

This chapter briefs out the Customer Satisfaction towards service of Sai Gas Agencies with the data collected through questionnaires and it also includes a graphical representation of the same using which interpretations can be done easily and effectively.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS

The final chapter elaborates the findings of this research work using data collected through analysis and interpretations and it also provides suggestions for further improvement.

ANALYSIS & INTERPRETATION

CHAPTER 4

ANALYSIS AND INTERPRETATION

Table 1: How long you have been a customer of Sai Gas Agencies?

Number of Years	Number of Respondents	Percentage
0-5 Years	22	31.42
6-10 Years	20	28.58
More than 10 Years	28	40.00
Total	70	100

Inference: From the above table it is inferred that 40% of customers remain with Sai gas agencies more than 10 years, 29% between 6-10 years, 31% between 0 to 5 years.

Chart 1: How long you have been a customer of Sai Gas Agencies?

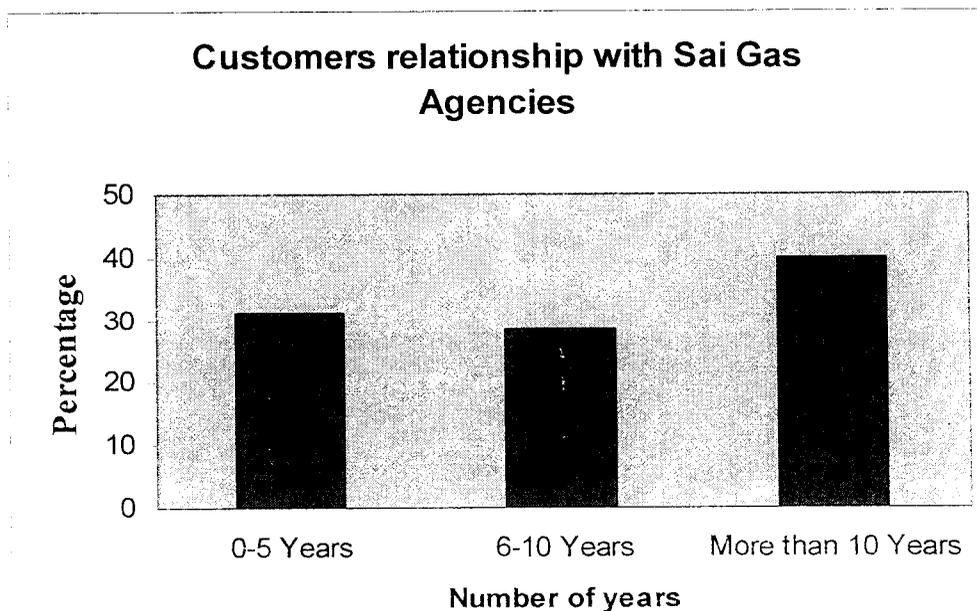


Table 2: What purpose you book your cylinders at Sai Gas Agencies?

Type of cylinders	Number of Respondents	Percentage
Domestic	56	76
Industrial	14	24
Total	70	100

Inference:

From the above table it is inferred that 76% of customers book cylinders for domestic purposes and 24% of customers book cylinders for industrial purposes.

Chart 2: What purpose you book your cylinders at Sai Gas Agencies?

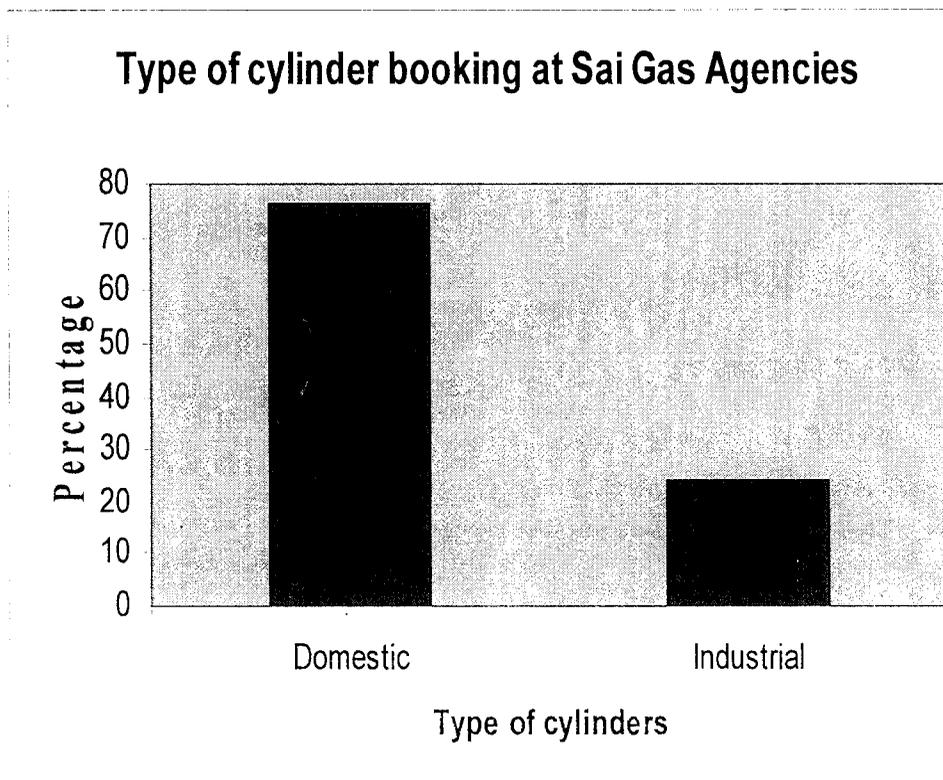


Table 3: How do you book your cylinders?

Type of booking	Number of Respondents	Percentage
In person	10	14.30
Through Phone	45	64.30
Through Website	15	21.40
Total	70	100

Inference:

From the above table it is inferred that 64% of customers book cylinders through phone, 21% of customers book through websites and 14% make their booking in person.

Chart 3: How do you book your cylinders?

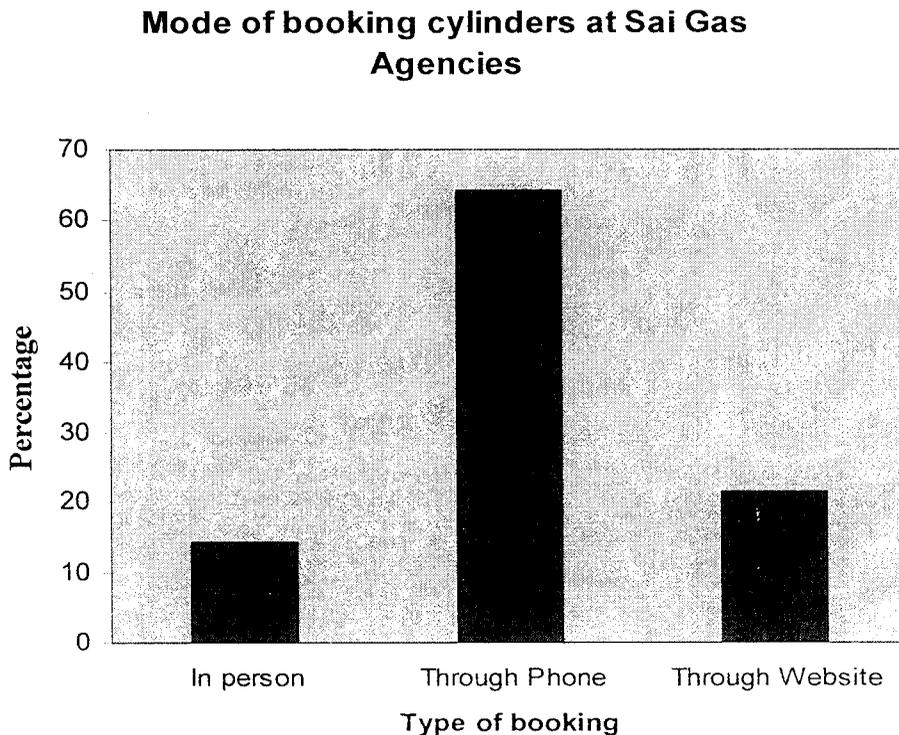


Table 4: What type of cylinders you normally prefer?

Type of cylinders	Number of Respondents	Percentage
14.2 Kgs	55	78.57
17.2 Kgs	15	21.43
Total	70	100

Inference:

From the above table it is inferred that 79% of customers prefer cylinders of weight 14.2 kgs and 21% of customers prefer cylinders with weight 17.2 kgs.

Chart 4: What type of cylinders you normally prefer?

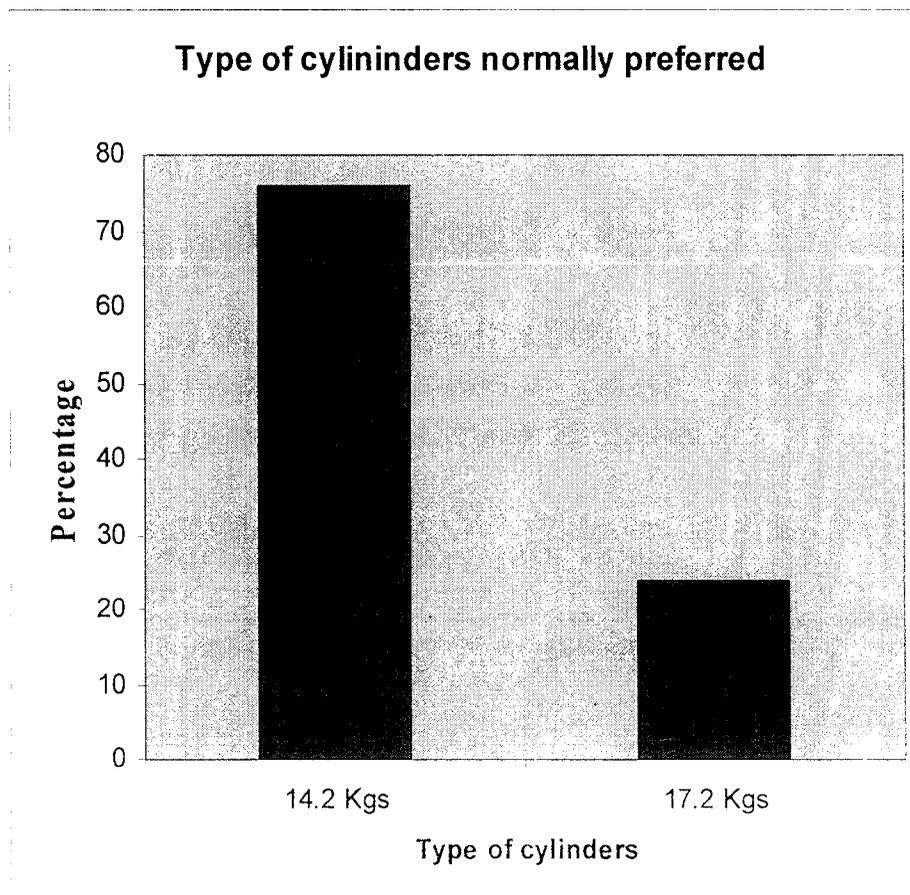


Table 5: How long does the company take to deliver the cylinder on booking

Duration	Number of Respondents	Percentage
1-3 Days	47	67.14
3-5 Days	18	25.72
More than 5 days	5	7.14
Total	70	100

Inference:

From the above table it is inferred that 67% of customers say that the cylinders are delivered within 3 days from the day of booking. 26% of customers say that the company takes 2 to 5 days to deliver the cylinder and 7% of customers say that the company takes more than 5 days to deliver the cylinder.

Chart 5: How long does the company take to deliver the cylinder on booking

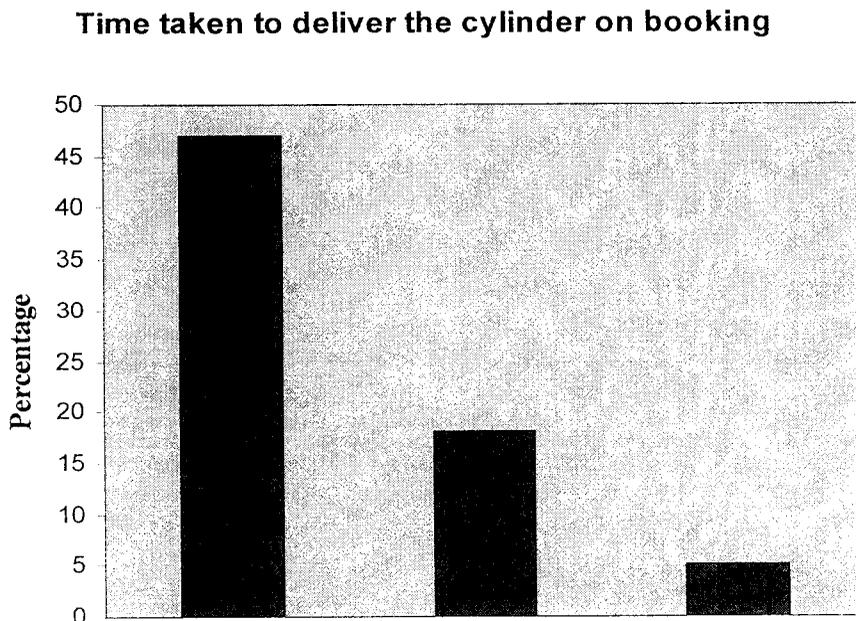


Table 6: Are you satisfied with the delivery time taken by Sai Gas Agencies

Satisfaction Index	Number of Respondents	Percentage
Highly Satisfied	12	17.14
Satisfied	29	41.43
Neutral	7	10.00
Dissatisfied	16	22.86
Highly Dissatisfied	6	8.57
Total	70	100

Inference:

From the above table it is inferred that 41% of customers are satisfied with the cylinder delivery time, 23% are dissatisfied, 17% are highly satisfied, 10% are neutral and 9% are highly dissatisfied.

Chart 6: Are you satisfied with the delivery time taken by Sai Gas Agencies

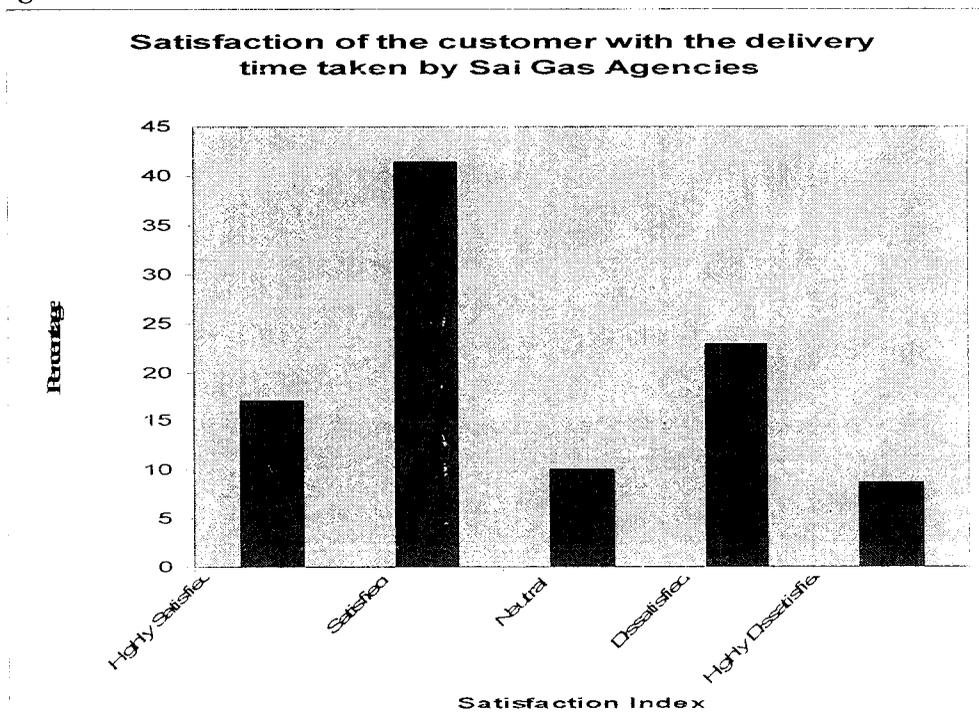


Table 7: How long does the Agency take to respond to user queries and FAQ

Duration	Number of Respondents	Percentage
Instantly	15	21.43
Few Minutes	35	50.00
Few Hours	15	21.43
In a day or two	5	7.14
Total	70	100

Inference:

From the above table it is inferred that 50% of customers say that user queries are responded within few minutes, 21% say instantly and few hours. 7% customers say that the response is too late and it takes a day or two.

Chart 7: How long does the Agency take to respond to user queries and FAQ

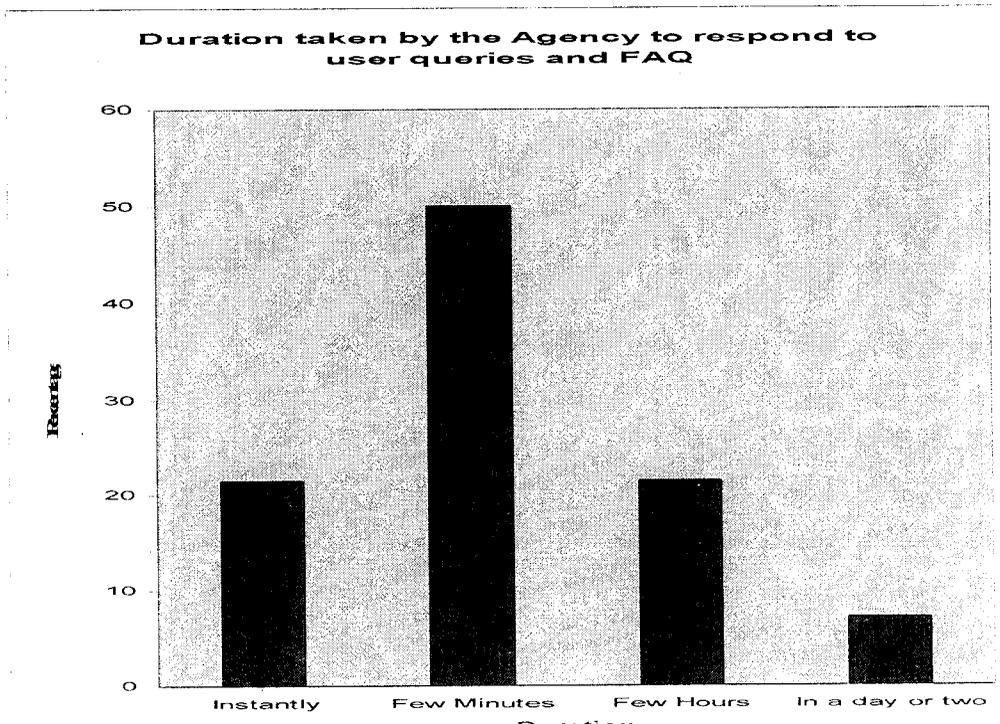


Table 8: Do the company provide updated information about introduction of new schemes and rules and regulations of IOC

Response	Number of Respondents	Percentage
Yes	54	77.14
No	16	22.86
Total	70	100

Inference:

From the above table it is inferred that 77% of customers say that the company provides updated information on new schemes and rules and regulations of IOC and 23% says no.

Chart 8: Do the company provide updated information about introduction of new schemes and rules and regulations of IOC

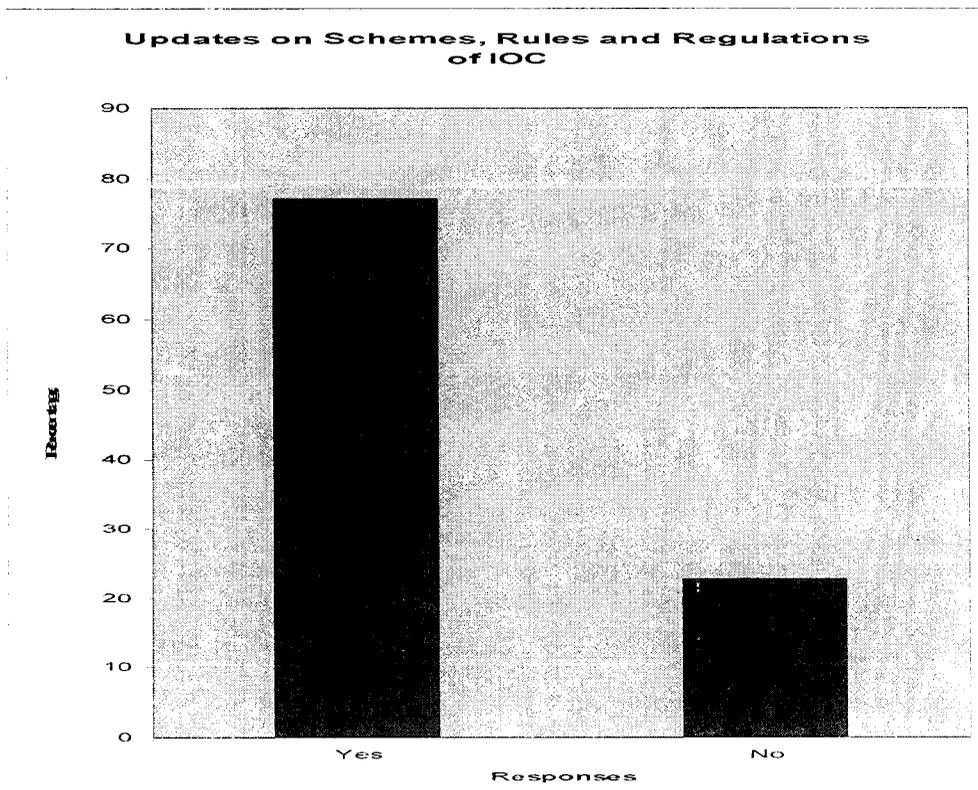


Table 9: How do you rate the promptness of delivery of cylinders on booking compared with the receipt issued by the office?

Satisfaction Index	Number of Respondents	Percentage
Highly Satisfied	24	34.29
Satisfied	18	25.71
Neutral	9	12.86
Dissatisfied	12	17.14
Highly Dissatisfied	7	10.00
Total	70	100

Inference:

From the above table it is inferred that 34% of customers are highly satisfied with the promptness of cylinder delivery, 26% satisfied, 17% dissatisfied, 13% neutral and 10% are highly dissatisfied.

Chart 9: How do you rate the promptness of delivery of cylinders on booking compared with the receipt issued by the office?

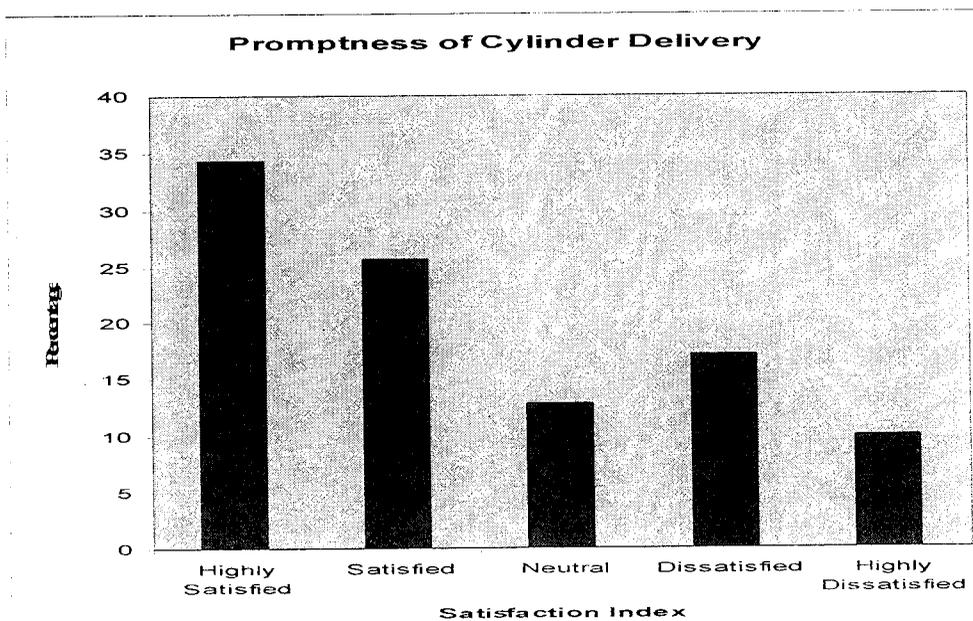


Table 10:How do you rate the customer service offered by Sai Gas Agencies?

Satisfaction Index	Number of Respondents	Percentage
Highly Satisfied	28	40.00
Satisfied	18	25.72
Neutral	5	7.14
Dissatisfied	12	17.14
Highly Dissatisfied	7	10.00
Total	70	100

Inference:

From the above table it is inferred that 40% of customers are highly satisfied with the customer service, 26% satisfied, 17% dissatisfied, 7% neutral and 10% highly dissatisfied.

Chart 10:How do you rate the customer service offered by Sai Gas Agencies?



Table 11: Does the agency maintain an intimation note at your door step on your absence during the time of cylinder delivery

Response	Number of Respondents	Percentage
Yes	58	82.86
No	12	17.14
Total	70	100

Inference:

From the above table it is inferred that 83% of customers say that the agency maintain intimation note on absence of customers at the time of cylinder delivery and 17% says no.

Chart 11: Does the agency maintain an intimation note at your door step on your absence during the time of cylinder delivery

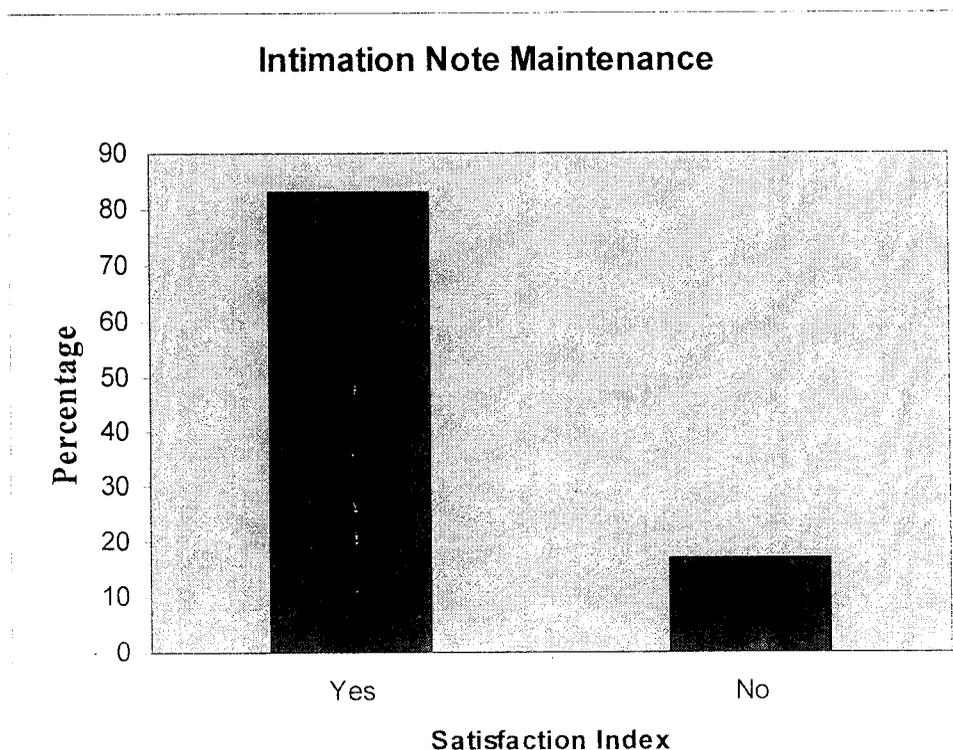


Table 12: Do the agency offer additional promotional offers to extend its customer base?

Response	Number of Respondents	Percentage
Yes	37	52.86
No	33	47.14
Total	70	100

Inference:

From the above table it is inferred that 53% of customers say that the company gives good offers and 47% says no.

Chart 12: Do the agency offer additional promotional offers to extend its customer base?

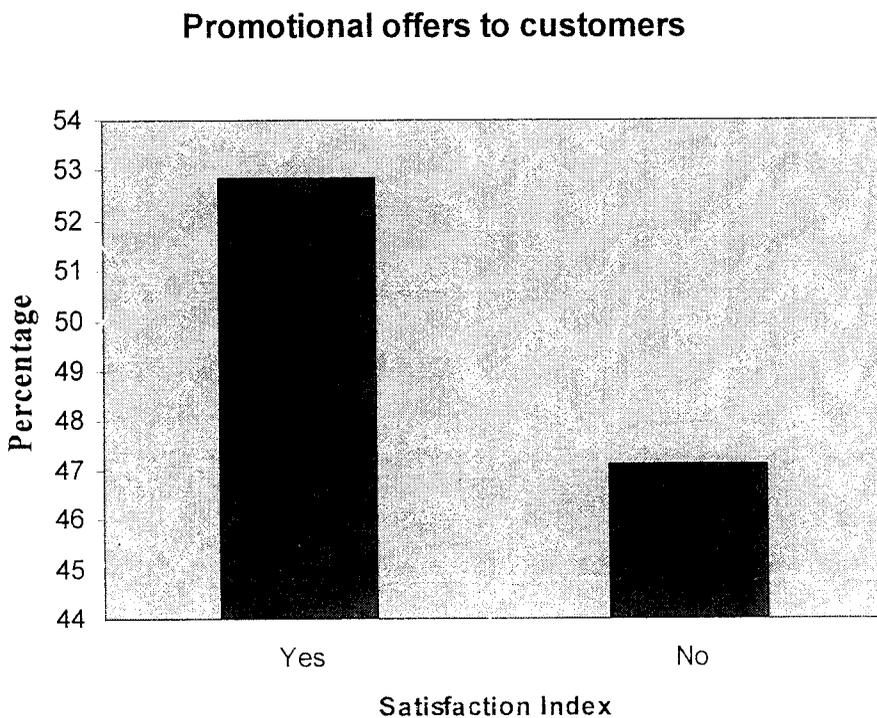


Table 13: Are you satisfied with the promotional offers?

Response	Number of Respondents	Percentage
Yes	47	67.14
No	23	32.86
Total	70	100

Inference:

From the above table it is inferred that 67% customers are satisfied with the promotional offers and 33% of customers are not satisfied with the promotional offers.

Chart 13: Are you satisfied with the promotional offers?

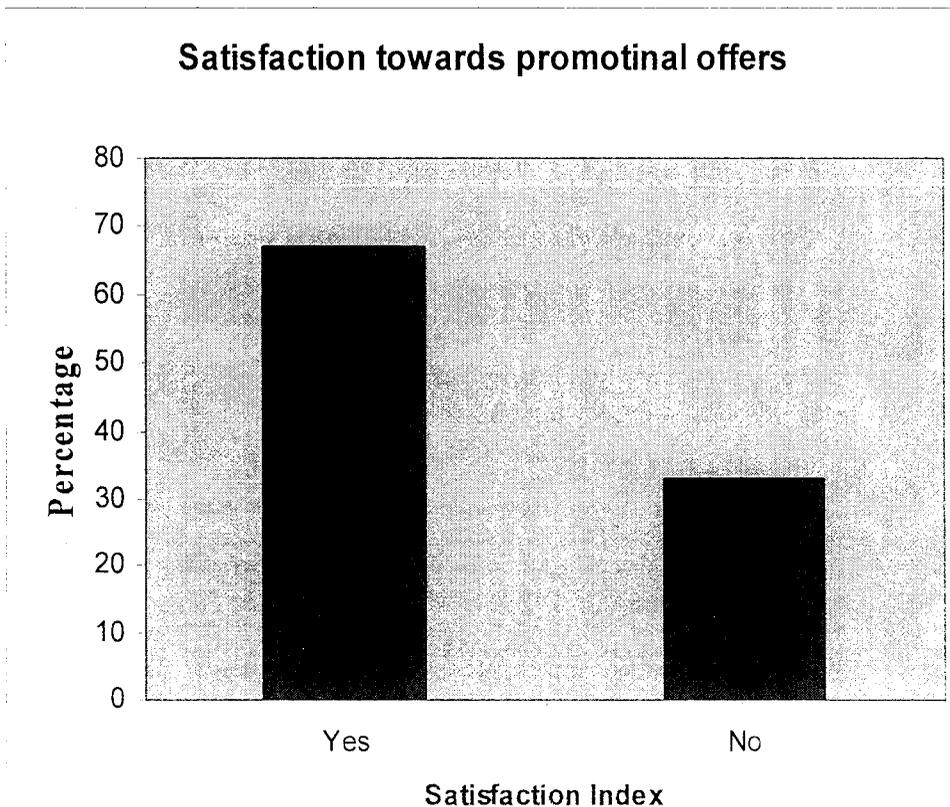


Table 14: What are the other products you are interested in purchasing from Sai Gas Agencies

Products	Number of Respondents	Percentage
Gas Stove	28	40.00
Lighters	33	47.14
Gas stove Accessories	9	12.86
Total	70	100

Inference:

From the above table it is inferred that 47% of customers are interested in purchasing other products like lighters, 40% with gas stove and 13% with gas stove accessories.

Chart 14: What are the other products you are interested in purchasing from Sai Gas Agencies

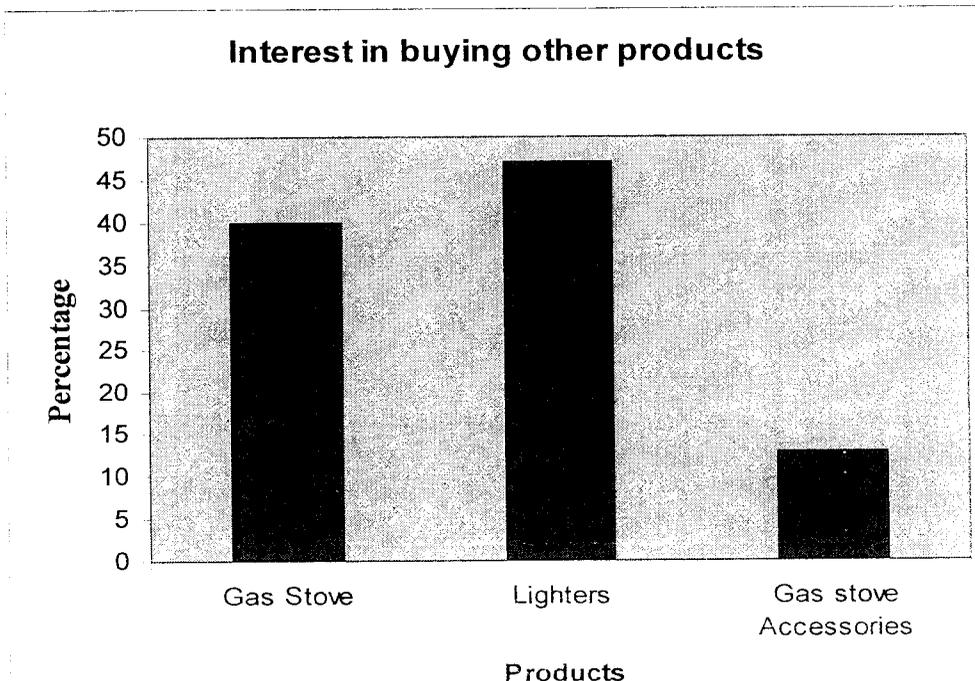


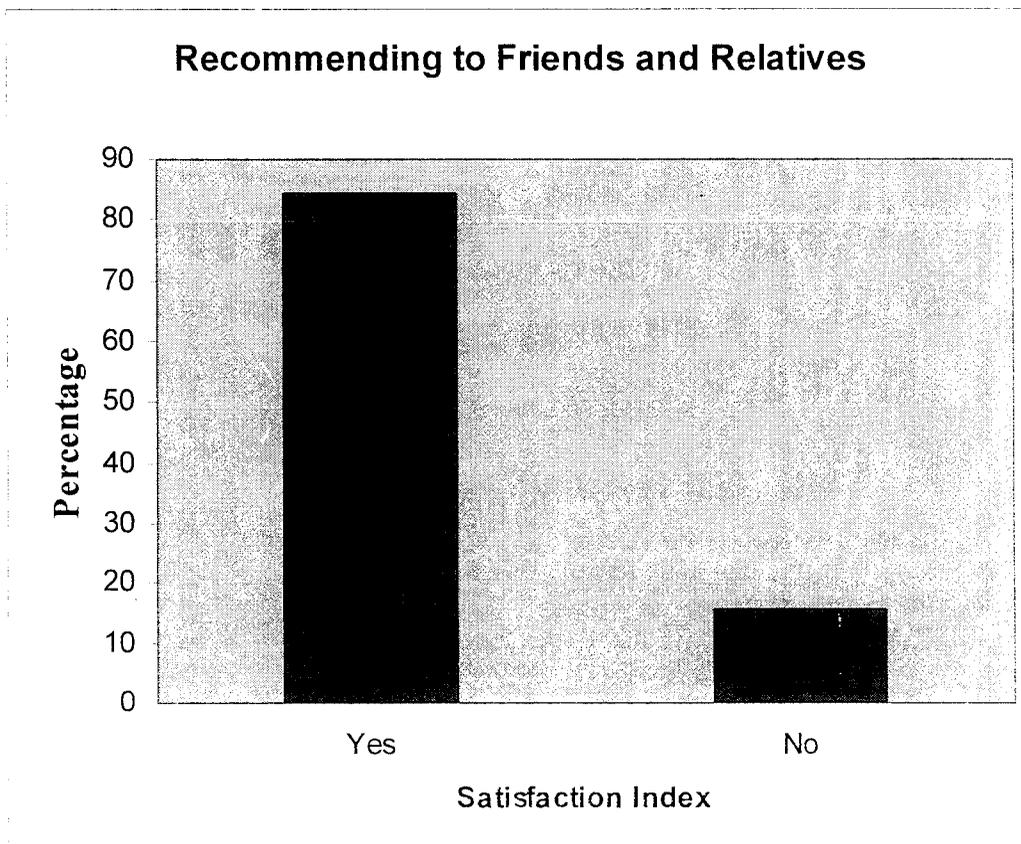
Table 15: Will you recommend Sai Gas Agencies to your friends and relatives?

Response	Number of Respondents	Percentage
Yes	59	84.29
No	11	15.71
Total	70	100

Inference:

From the above table it is inferred that 84% percentage says that they will recommend the company to friends and 16% no.

Chart 15: Will you recommend Sai Gas Agencies to your friends and relatives?



FINDINGS & INFERENCES

CHAPTER 5

FINDINGS AND INFERENCES

5.1 INFERENCES

- It is inferred from the analysis that about 40% of customers are with Sai Gas Agencies for more than 10 years, 29% between 6-10 years and 31% less than 5 years.
- It is inferred from the analysis that 76% of customers are domestic customers who purchase cylinders for domestic usage and 24% for industrial usage
- It is inferred from the analysis that 64.3% of customers book cylinders through phone, 21.4% book cylinders through website and 14.3 book cylinders in person.
- It is inferred from the analysis that 78.57 customers opt for 14.2 kg cylinders and 21.43 customers for 17.2 kg cylinders.
- It is inferred from the analysis that 67.14 customers says that the maximum time they take to deliver the cylinders is 1-3 days and 25.72 say in the range 3-5 days and 7.14 say in the range that takes more than 5 days.
- It is inferred from the analysis that 41.43% of customers are satisfied with the delivery time of cylinders, 22.86% are dissatisfied, 17.14% are highly satisfied, 10% are neutral and 8.57 are highly dissatisfied.
- It is inferred from the analysis that 50% of customers say that the company takes few minutes to answer user queries and FAQ, 21.43% say they answer

queries instantly and another 21.43% says they take few hours and 7.14% says the company takes a day or two to answer user queries.

- It is inferred from the analysis that 77.14 customers say that the company provides updated information on new schemes and rules and regulations of IOC on time and 22.86% says no and the information is not updated properly.
- It is inferred from the analysis that 34.25% customers are highly satisfied with the promptness of delivery, 25.71% are satisfied and 17.14% are dissatisfied, 12.86% are neutral and 10% of customers are highly dissatisfied.
- It is inferred from the analysis that 40% of customers are highly satisfied with the customer service offered by Sai Gas Agencies, 25.72% are satisfied, 17.14% are dissatisfied, 10% are highly satisfied and 7.14% are neutral.
- It is inferred from the analysis that 82.86% of customers say that the company maintains an intimation note on the unavailability of customers and 17.14% says no.
- It is inferred from the analysis that 52.86% of customers say that the company offers attractive promotional schemes and their aware of it and 47.14% says no.
- It is inferred from the analysis that 67.14% of customers are satisfied with the promotional offers and 32.86% says no.
- It is inferred from the analysis that 47.14% of customers opt to buy lighters, 40% gas stoves and 12.86% gas stove accessories in addition to booking cylinders.

- It is inferred from the analysis that 84.29% of customers say that they will recommend Sai Gas Agencies to their friends and relatives and 15.71% say no.

SUGGESTIONS

CHAPTER 6

SUGGESTIONS

- Based on the Analysis and Inferences Sai Gas Agencies have to improve their customer size in the industrial sector.
- Most of the people book cylinders through phone and the other facilities for booking cylinders through website have not reached all the customers. So a clear idea of booking through websites should be given to customers.
- Most of the customers are satisfied with the time taken for delivering cylinders on booking, but a few says that they are not much satisfied, so necessary steps have to be taken by the company to enhance their service and optimize their service timing.
- The company has to enhance their response time for user queries and FAQ and should place importance in intimating customers about promotional offers, new schemes and rules and regulations imposed by IOC.
- The company should also insist it's cylinder delivery employee to compulsorily leave an intimation note at the customer door step in their absence.
- New and attractive promotional offers can be introduced to improve the customer base and giving a good advertisement of the same to attract the customers. It can also give advertisements on these promotional offers and the additional benefits earned by the customer on becoming a part of the company.

CONCLUSION

CHAPTER 7

CONCLUSION

The study was conducted for Sai Gas Agencies, Palakkad in order to study about the Customer Satisfaction towards the service offered to customers by Sai Gas Agencies. The research has thrown light on the various attitudes of customers towards the service offered at Sai Gas Agencies.

The study also looks into the performance and service levels offered by Sai Gas Agencies in customer service, in introduction of rules, regulations and new schemes, in booking and delivering cylinders and servicing customers on request.

This study is centered on the aspects of service and satisfaction of customers in choosing Sai Gas Agencies.

ANNEXURE

**A STUDY ON "CUSTOMER SATISFACTION TOWARDS SAI GAS AGENCIES"
PALAKKAD
QUESTIONNAIRE**

- a) Name : _____
- b) Age in years : BELOW 20 21-30 31-40 41-50 51-60 60 and above
- c) Gender : MALE FEMALE
- d) Occupation : BUSINESS EMPLOYEE PROFESSIONAL OTHER
- e) Monthly Income : < 10000 10001-20000 20001-30000 >30000
(Rs.)
1. How long you have been a customer of Sai Gas Agencies?
0-5 Years 6-10 Years More than 10 Years
2. What purpose you book your cylinders at Sai Gas Agencies?
Domestic Industrial
3. How do you book your cylinders?
In Person Through Phone Through website
4. What type of cylinders you normally prefer?
14.2 Kgs 17.2 Kgs
5. How long does the company take to deliver the cylinder on booking
1-3 days 7 days More than 7 days
6. Are you satisfied with the delivery time taken by Sai Gas Agencies
Highly Satisfied Satisfied Neutral Dissatisfied Highly Dissatisfied
7. How long does the Agency take to respond to user queries and FAQ
Instantly Few minutes Few Hours In a day or two
8. Do the company provide updated information about introduction of new schemes and rules and regulations of IOC
Yes No
9. How do you rate the promptness of delivery of cylinders on booking compared with the receipt issued by the office?
Highly Satisfied Satisfied Neutral Dissatisfied Highly Dissatisfied

0. How do you rate the customer service offered by Sai Gas Agencies?
Highly Satisfied Satisfied Neutral Dissatisfied Highly Dissatisfied
1. Does the agency maintain an intimation note at your door step on your absence during the time of cylinder delivery
Yes No
2. Do the agency offer additional promotional offers to extend its customer base?
Yes No
3. Are you satisfied with the promotional offers?
Yes No
4. If you are not satisfied with the promotional offers what are your suggestions

5. What are the other products you are interested in purchasing from Sai Gas Agencies
Gas Stove Lighters Gas Stove Accessories
6. Will you recommend Sai Gas Agencies to your friends and relatives?
Yes No
7. What are the other improvements you suggest to enhance customer satisfaction?

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BIBLIOGRAPHY

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