A STUDY ON CONSUMER ATTITUDE TOWARDS DOMESTIC LPG GAS WITH SPECIAL REFERENCE TO KRISHNAGIRI DISTRICT

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ABSTRACT

Humanity faces a unique and far reaching challenge. Our energy needs are growing as a result of continued population increases, economic growth, and individual fuel/energy consumption. At the same time, emissions from fuel wood and fossil fuels, the main energy source for heating in homes and powering our economies, are contributing to climate change and affecting the local air quality. Liquefied Petroleum Gas is used as fuel for thousands of applications. In developing countries the main benefits of LPG is in helping people to switch from unsustainable biomass use to a clean and safe cooking fuel. LPG”s domestic uses can never be ignored. It has played a revolutionary role when it comes to changing the face of domestic fuels used for heating and cooking. HPCL commenced marketing of LPG under the brand name ”HP GAS”.

The data is fully based on Primary & Secondary data collection. Four objectives are framed for this analysis. The statistical tools applied for this study are Pearson”s correlation coefficient, chi square test and ANOVA. Through this study the HP Gas Company is suggested to improve their service quality among the consumers.

KEYWORDS : Domestic Fuel; Energy; HPCL; Liquefied Petroleum Gas.

REFERENCES


