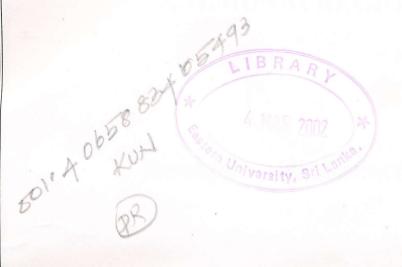
CONSUMER SATISFACTION OF ELECTRICITY SUPPLY IN KALMUNAI REGION.



MISS. K. KUNTHAVIE KASUPATHY



DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND
MANAGEMENT
EASTERN UNIVERSITY
SRI LANKA
2001

SUMMARY

The title "Consumer Satisfaction of Electricity supply in Kalmunai Region" has been intended by me as a research study.

The 1st chapter consists of the introduction of the research study. It disclose that what is the research problem, what question is to be answered, what are the assumptions made, what are the limitations, which methodologies are used to collect data and which evaluation method is used to analyse those data.

The 2nd chapter describes that what consumer satisfaction, what are the distinguishing characteristics of service, what are the common practices to satisfy consumers and what are the factors that significantly influence perceptions of quality in services.

3rd chapter represents the collected data and analyses those data and the 4th chapter discusses about the result from the survey.

Finally the 5th chapter gives some conclusions and recommendation from the survey

Contents

Chapters	Page No
Front pages	i
Acknowledgement	iv
Summary	
List of tables	V
List of figures Contents	vi vii viii
Chapter-1 Introduction	1
1.1 Problem statement	3
1.2 Objectives of the study	4
1.3 Conceptualization	5
1.4 Research and Methodology	6
1.4.1 Sampling	
1.4.2 Data collection	
1.4.3 Analysis and presentation	
1.4.4 Evaluation	
1.5 Assumptions	10
1.6 Limitations	10
Chapter -2- Review of Literature	11
2.1 Consumer satisfaction	12
2.2 The Distinguishing characteristics of service	16
2.3 Common practices to satisfy consumers	18
2.4 Expectation and Consumer satisfaction	19
2.5 Factors that significantly influence perceptions	
of the quality in services	25
Chapter –3- Data Analysis & Presentation 3.1 Personal Information	28 29
3.1.1 Usage time	

contents continue.....

3.1.2 Family members	
3.1.3 Income distribution	
3.2 Research information	31
3.2.1 Power supply	
3.2.2 Voltage	
3.2.3 Street lighting	
3.2.4 Price	
3.2.5 overall analysis Chapter-4- Discussion 4.1 Discussion on personal information	39 40
4.1.1 Usage time	
4.1.2 Family members	
4.1.3 Income distribution	
4.2 Discussion on research information	41
4.2.1.Power supply	
4.2.2. Voltage	
4.2.3.Street lighting	
4.2.4.Price	
Chapter -5- Conclusions and Recommendations 5.1 Conclusions	45 46
5.2 Recommendations	47
5.2.1 Power supply	
5.2.2 Voltage	
5.2.3 Street lighting	
5.2.4 Price	
5.3 Implications	52
Reference	53
Appendix	55
Questionnaire-English	57
-Tamil	60