

CONSUMER SATISFACTION OF ELECTRICITY SUPPLY IN KALMUNAI REGION.

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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

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