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**A STUDY ON CONSUMER'S ATTITUDE TOWARDS DBTL WITH SPECIAL  
REFERENCE TO UDUMALPET TALUK**

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## INTRODUCTION

India's economy is one of the fastest growing economies in the world and has experienced an average 7 % growth rate in the last decade. India accounts for 2.4 % of world energy production and stands at eleventh position in the world in energy production. But the country accounts for 3.5 % of total energy consumption and holds the sixth position in energy consumption. The wide gap between energy production and energy consumption calls for the need to increase the energy production. 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. Energy is vital part of any nations' existence, it is the "life blood" that drives economic and social development without which it becomes essentially difficult for an individual, community or even a nation to survive.

### Direct Benefit Transfer for LPG (DBTL) Scheme

LPG being a clean fuel, its acceptability has been growing across the country and more and more households have been adopting it as its primary cooking fuel. At present around 60% households have been covered by LPG.

The Direct Benefit Transfer for LPG (DBTL) scheme was rolled out in 291 districts in the country from 1st June 2013 in six phases. It covered nearly 10 crore consumers with over 3770 distributors across the three PSU Oil Marketing Companies with an aim to achieve the objective of efficient subsidy administration. An amount of Rs. 5400 crore was successfully transferred to more than 2.8 crore LPG consumers across the country. Based on the JS (MoPNG) Committee recommendations, a DBTL scheme was approved by CCPA in May 2013. The objective of the scheme was to provide the subsidy directly into the Aadhaar linked bank account of domestic LPG consumers up to the capped number of LPG cylinders purchased at market price. The participating companies are OM Cs viz. Indian Oil Corporation Limited (IO CL), Bharat Petroleum Corporation Limited (BPCL) and Hindustan Petroleum Corporation Limited (HPCL).

### Income Requirements for LPG Subsidy

LPG in India is heavily subsidized, ensuring that the common man doesn't have an additional burden on his head. The cost of subsidized cylinders depends on the city they are used in, ranging between Rs.420 and Rs.465 for a 14.2kg cylinder. In comparison, a non-subsidized cylinder costs anywhere between Rs.593 and Rs.605, a difference of Rs.170. For a normal family, this translates into a huge portion every year, which is why the subsidy amount is critical to them. The government has provided certain measures to ensure that the poor get subsidized LPG. In this manner, it had issued a directive which talks about the income requirements in order to get LPG at subsidized rates. As per this directive, individuals who have an annual income of **Rs.10 lakh or more cannot avail LPG subsidy**. This income could either be the income of a particular individual or the income of his/her spouse.

### Statement of the Problem

LPG is known to be the most useful and effective energy alternative for domestic, as well as business, use. The fact that it is offers multipurpose usage at lower costs than other energy sources, accompanied with its eco-friendly nature, greatly increases the

demand among people. The LPG scheme such as Direct Benefit Transfer (DBTL) helps the public to use LPG at an affordable rate. The study also claims to find out expediency and justice in the distribution of cylinder and providing subsidies to the consumers. Hence the need of the hour is to analyze the consequences of DBTL scheme in the study area on "A Study on Consumer's Attitude towards DBTL with Special Reference to Udumalpet Taluk"

**Objectives of the Study:**

The study has the following objectives:

- ❖ To examine the socio-demographic profile of the respondents.
- ❖ To find out the consumers satisfaction towards DBTL scheme.
- ❖ To identify the problems faced by the LPG consumers.
- ❖ To suggest safety measures to improve the LPG consumption.

**Hypothesis of the Study:**

- ❖ There is a close relationship between family members and LPG utilization hours per day.

**Scope of the Study**

- The study helps the researcher to have a practical exposure in this specific field.
- The study reveals the economic and health benefit of adopting the LPG Subsidy Scheme.
- The study results will be of a great help to the government to continue the subsidy Scheme in future to empower the women in India.

**Limitations of the Study**

- ❖ It is a micro level study and therefore the findings of the study are applicable only to the market segments possessing the characteristics of Udumalpet Taluk only.
- ❖ Due to the time constraint the sample size were restricted to 65 respondents only.

**Research Design:**

This research is exploratory in nature as it attempts to explore the experiences of mothers of incest survivors. Their subjective perceptions formed the core data of the study; hence it needed the method that would deal with the topic in an exploratory nature.

**Primary data:** The primary data were collected through the interview schedule from the LPG domestic consumers of Udumalpet Taluk.

**Sampling design:** Convenience sampling technique was used.

**Sample Size:** A sample size of 65 respondents was selected for this purpose of the study.

**Statistical Analysis:**

Statistical Tools were applied with the help of Master Table (Ms-Excel) and SPSS Package, the following statistical tools are; Percentage Analysis, Five point Likert scaling techniques and Correlation analysis. This section consists of the following analysis: Percentage Analysis on Demographic profile and related information of the respondents, Likert scaling techniques for awareness level, satisfaction level, overall satisfaction and gathered information.

**Summated or Likerts Scale**

Summated scale consists of statements that express either a favorable or unfavorable attitude toward the object of interest.

- The respondent is asked to agree or disagree with each statement.
- Each response is given numerical score to reflect its degree of attitude favorableness the scores are totaled to measure the respondents attitude.
- In this study a five point scale is used. A scale value of 1 indicates strong disagreement: 5, strong agreement.
- The totals are calculated as follows

Response categories	Scale value	No. of Respondents (fx)
Strongly agree	5	
Agree	4	
Undecided	3	
Disagree	2	
Strongly Disagree	1	
Total		(Σfx)

- Based on the totals, (Σfx) comparative analysis of response patterns to each statement by members is made.

**Chi- Square Test:**

Chi Square Test using SPSS has been employed for testing the association between the variables of family members and LPG utilization hours per day.

**Period of the study:**

The data collection for this study were carried out during the month of November 2017 to March 2018.

This Chapter deals with **analysis and interpretation** of the collected data of the presented study. The data collected are classified, tabulated and analyzed with the help of relevant statistical tools for understanding the following objectives:

- ❖ To examine the socio-demographic profile of the respondents.
- ❖ To find out the consumers satisfaction towards DBTL scheme.
- ❖ To identify the problems faced by the LPG consumers.
- ❖ To suggest safety measures to improve the LPG consumption.

**Table-1****Socio-Demographic Profile of them Respondents**

Age	No. of Respondent	Percentage
Below 25 years	8	12.3
25 – 35 years	13	20.1
35 – 45 years	22	33.8
45 -55 years	17	26.1
55 years and above	5	7.7
<b>Gender</b>		
Male	38	58.5
Female	27	41.5
<b>Marital status</b>		
Married	57	87.7
Widow	8	12.3
<b>Education</b>		
Illiterate	15	23.1
Primary	20	30.7
Secondary	25	38.5
Collegiate/Diploma	5	7.7
<b>Occupation</b>		
Coolie	25	38.4
Mill worker	18	27.7
Agriculture	10	15.4
Self-employed	5	7.7
Others	7	10.8
<b>Monthly income in. Rs</b>		
Below 8000	15	23.0
8000-9000	10	15.4
9000-10000	20	30.8
10000-11000	14	21.6
Above 11000	6	9.2
<b>Type of family</b>		
Joint	18	27.6
Nuclear	47	72.3
<b>Family size</b>		
1-2 members	8	12.4
3-4 members	30	46.2
5-6 members	24	36.9
7-8 members	3	4.5
<b>Distance coverage</b>		
Less than 2 km	12	18.4

2 to 4km	37	56.9
More than 4 km	16	24.6
<b>Mode of Transport</b>		
Two wheeler	18	27.7
Four wheeler	32	49.2
Others	15	23.1
<b>Total</b>	<b>65</b>	<b>100</b>

**Age:**

The age group of sample respondents, majority of 33.8 per cent are in the age group of 35 to 45 years, 26.1 per cent of the respondents are in the age group of 45 to 55 years, 20 per cent of the respondents are in the age group of 25 to 35 years, 12.3 per cent of the respondents are below 25 years and only 7.7 per cent of the respondents are in the age group of 55 years and above.

It is interesting to note that people who fall in the age groups of 25 to 55 years constitute a whopping 80 per cent. By this is clearly evident that this age group will prefer to have LPG cylinders.

**Gender:**

Table 1 shows the gender of the respondents. It is clear from the table that majority 58.5 per cent of the respondents are male consumers and 36 per cent are female consumers having LPG cylinders.

Majority 58.5 per cent of the respondents are male consumers.

**Marital status:**

The marital status of the respondents reveals that 57 per cent of them are Married, and only 8 per cent of the respondents are Widow.

Majority of 57 per cent of the respondents LPG consumers are married.

**Education:**

The table illustrates that, 38.5 per cent of the respondents have secondary education, 30.7 per cent of the respondents have primary education, 23.1 per cent of the respondents are illiterates, 7.7 per cent of the respondents have collegiate education.

Majority of 38.5 per cent of the respondents are secondary education.

**Occupation:**

From the table 38.4 per cent of the respondents are coolie, 27.7 per cent of the respondents are millworkers, 15.4 per cent of the respondents are in the agricultural activities, workers, 10.8 per cent of the respondents are doing own business, like petty shop street vendors, 7.7 per cent of the respondents are self-employed.

Majority of 38.4 per cent respondents are coolie.

**Monthly income:**

It is clear from the above table that majority of 30.8 per cent of the respondents have monthly income of Rs.9000 to 10,000, 23.0 per cent of the respondents have monthly income of below Rs.8000, 21.6 per cent of the respondents have monthly income of Rs.10,000 to 11,000, 15.4 per cent of the respondents have monthly income of Rs.8000 to 9000, and 9.2 per cent of the respondents have monthly income of Rs.11,000 to Rs.12,000.

Majority of 30.8 per cent of the respondents received Rs.9000 to 10,000 as monthly income.

**Type of family:**

Table shows that out of 65 respondents 72.3 per cent are from nuclear family and only 27.6 per cent are in joint family.

It is noticed that majority of 72.3 per cent of the respondents are from nuclear family.

**Family Size:**

It reveals that the majority of 46.2 per cent of the respondents have 3 to 4 members in their family, 36.9 per cent of the respondents belong to the large family of 5 to 6 members in their family, 12.4 per cent of the respondents 1 to 2 members, 7.6 per cent of the respondents have family size ranging from 7 to 8 members.

Majority of 46.2 per cent of the respondents have family size 3 to 4 members.

**Distance coverage:**

The table reveals that the 56.9 per cent i.e., 37 respondents travelled between the 2 to 4 km to get LPG cylinder, 24.6 per cent of the respondents more than 4 km have to travel distance to get their LPG cylinder, 18.4 per cent of the respondents less than 2 km travelled to get LPG cylinders.

Majority 56.9 per cent of the respondents travelled between 2 to 4 km to get LPG cylinders.

**Mode of transport:**

Table shows that 49.2 per cent of the respondents used four wheeler to get LPG cylinder from the delivery point, 27.7 per cent of the respondents are used two wheeler and only 23.1 per cent of the respondents used the other type of transport in the form of Bicycle, van and Minidoor vehicles.

Majority 49.2 per cent of the respondents used four wheeler to get LPG cylinder from the delivery point.

**Table-2**  
**Refill gap between two cylinders**

Variables	No.of. Respondents	Percentage
Below 31 days	24	36.9
31-60 days	16	24.6
61-90 days	15	23.1
91 and above days	10	15.4
<b>Total</b>	<b>65</b>	<b>100</b>

Table 2 reveals that 36.9 per cent of the respondents refill gap between two cylinders is below 31 days, 24.6 per cent of the respondents in 31-60 days, 23.1 per cent of the respondents in 61-90 days using LPG cylinders, 15.4 per cent of the respondents in 91 and above days refill their LPG cylinders.

Majority of 36.9 per cent of the respondents refill gap between two cylinders is below 31 days.

**Table-3**  
**Reasons for purchasing LPG**

Variables	No.of Respondents	Percentage
LPG Subsidy	22	33.8
Prestigious item	8	12.3
Increasing income	20	30.7
Easier and quicker to cook	15	33.2
<b>Total</b>	<b>65</b>	<b>100</b>

Table 3 reveals that 33.8 per cent of the respondents purchase LPG for getting subsidy, 33.2 per cent of the respondents purchase LPG for easier and quicker to cook reason. 30.7 per cent of the respondents of purchase LPG due to increasing their income, the remaining 12.3 per cent of the respondents by LPG as a prestigious item.

Majority 33.8 per cent of the respondents purchase LPG for getting subsidy.



Table-4  
Monthly Income of the income

Income (inRs.)	Before joining LPG		After joining LPG	
	No.	Percentage	No.	Percentage
Below 8000	15	23.0	6	9.2
8000-9000	10	15.4	12	18.4
9000-10000	20	30.8	16	24.6
10000-11000	14	21.6	22	33.8
11000-12000	6	9.2	9	14.0
<b>Total</b>	<b>65</b>	<b>100</b>	<b>65</b>	<b>100</b>

**Before joining LPG:**

The table depicts that 30.8 per cent of the respondents received their monthly income range between Rs.9000-10000 before they joining the LPG subsidy scheme. Only 9.2 per cent of the respondents have income range between Rs.11000-12000.

**After joining LPG:**

After enrolling in LPG scheme subsidy, 33.8 per cent of the respondents' income is between Rs.10000-11000 and 14.0 per cent respondents' income is more than Rs.11000-12000.

It is seen from the above table that the level of income of the respondents have increased significantly after enrolling in the LPG subsidy scheme, more than Rs.11000-12000 worth of income value increased from 20 per cent to 22 per cent.

Majority 33.8 per cent of the respondents' income is increased because of availing subsidy scheme.

Before joining the scheme 14 (21.6 percent) respondents received income ranged between Rs.10,000-11,000. After joining in the scheme, 22 (33.8 percent) respondents received high range of income Rs.10,000-11,000.

Table-5  
Relationship between Family Members and LPG Utilization Hours per Day

Family members	No. of Respondents	LPG Utilization hours per day	No. of Respondents
1-2	8	1-1.1/2	12
3-4	30	2-2.1/2	32
5-6	24	3-3.1/2	18
7-8	3	4-4.1/2	3
<b>Total</b>	<b>65</b>	<b>Total</b>	<b>65</b>

**Correlation Result:**

Groups	Calculate r Value	Relationship
Family members and LPG utilization hours per day	0.839	Strong Positive correlation

From the above table clearly indicated that there is a strong positive correlation between family members and LPG utilization hours per day. It is conclude that the LPG utilization hours per day depends on the increase in family members may eventually increase the consumption of LPG and Vice versa.