

Department of Media and Communication



Role of Lahore Electric Supply Company Public Relations Department and Consumer Awareness

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Abstract

This study investigates awareness level of the electricity consumers of Lahore Electric Supply Company (LESCO). Lindenmann Model has been used to assess the level of awareness given by the LESCO Public Relations Department to the electricity consumers. The research is quantitative in nature and the data has been collected through structured questionnaire with 25 closed-ended and one open ended question. The primary data of 497 electricity consumers from all the seven circles of Lahore region has been collected. The research includes both descriptive as well as inferential statistics like pie charts, histogram in descriptive portion and correlation regression analysis in inferential portion. Correlation's results show that there exists a 0.695 correlation that means both the variables are related to each other by almost 70 percent, which is a good correlation. Results of regression also state the same fact by showing the value of coefficient which is 0.695 that shows one-unit change in LESCO. Media awareness brings 0.695 or almost 0.7 units change in Consumer Satisfaction in positive direction. Moreover, different tests such as t-test, Chi square test and Cornbach alpha coefficient test have also been applied in order to check the reliability, stability and significance of the study. That actually proves the theory that increasing the media awareness by LESCO Organization will give its consumers more satisfaction. As per analysis of research and hypothesis, it has been concluded that the role of LESCO PR Department has not been effective in giving awareness to the consumers about the process of redressal the common electricity issues. Moreover, LESCO PR Department has also failed to build positive image of the organization in the mind of electricity consumers of LESCO. The research has also investigated that people usually do not follow the instructions given by LESCO Public Relations Department for the resolution of the electricity issues. Further, it has also been found out that LESCO Public Relations Department does not use all communication sources for the awareness of the consumers.

Key Words:

Consumer awareness, Consumer satisfaction, Service quality, Electricity issues

Introduction

Role of public relations in every organization is very important in present. It creates the awareness among consumers about the role of organization and its available services. It informs and gives knowledge to the people and changes their attitude towards the organization. It aims to create understanding between people and organization to change attitude towards each other. Public relations department motivates people through different media advertising tools and introduce available new public services and policies within an organization. Therefore, the purpose of public relations campaigns and strategies is to educate people about new public services; and to identify, establish, maintain and sustain common understanding between an institute and its various publics. (Baines, Egan & Jerkins, 2004).

Power industry brought different change in the world in previous years. Progressed countries of the world have made a rapid progress in energy sector. To compete with this progress, government of Pakistan has also taken different initiatives in the energy field. Water and Power Development Authority of Pakistan (WAPDA) has gone through different phases in Pakistan. WAPDA has been providing electricity distribution services in all the regions of Pakistan but later WAPDA was distributed into different 12 firms for distribution and generation of electricity and established an entity called “Area Electricity Board (AEB)” Lahore in 1982. In March 1998 Area Electricity Board was given a new name by the authorities i.e., Lahore Electric Supply Company (LESCO).

Area of LESCO consists of seven circles: Northern, Central, Eastern, South, Kasur, Okara and Sheikhpura. Public Relations Department of LESCO practices in Head office from where they perform every kind of communication with people to educate and update the people.

Now media in Pakistan is more independent and effective to persuade the people in a particular direction especially started in the reign of Musharraf. Media contributes a lot to develop public-knowledge especially to aware, to guide, to inform and to educate the people to change their collective behavior.