



Measuring Consumer's Choice and Preference Towards Petroleum Outlets with Special Reference to Coimbatore City

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ABSTRACT

The main factor on which the success of a service provider depends upon is the satisfaction of their customers. Customer satisfaction is the backbone of any service industry. It is the customers that can bring prosperity and success to an organization. So, it is necessary to satisfy the myriad needs of the customers.

1. INTRODUCTION:

One of the major ways a service firm can differentiate itself is by delivering consistently higher service quality than its competitor. Many companies are finding that outstanding service quality can give them a potent competitive advantage that leads to superior sales and profit performance. Indeed, some organizations are increasingly focusing their energy in building customer loyalty through offering superior quality service than their competitors. This does not mean that the service provider will be able to meet the customer's wishes. The service provider faces trade offs between customer satisfaction and company profitability. In the petroleum industry, evaluation of quality customer service can be analysed in the retail sector where there is a preponderance of interactions between customers and service providers.

A. OBJECTIVES:

1. To study about the social background of the respondents.
2. To identify the factors influencing customers to prefer a petrol retail outlet
3. To measure the customer commitment level towards petrol retail outlet.
4. To identify the consuming behaviour of the consumers in petrol retail outlets.
5. To provide suggestions for further improvement.

B. STATEMENT OF PROBLEM:

In the present scenario, the automobile companies are offering unimaginable price and schemes to boost up their sales volume. This include the people to purchase more number of vehicles and it increase the consumption of people to purchase more number of vehicles and it increase the consumption of fuel. It gives more trouble to the government to avail the maximum capacity of fuel in the country. In this situation the government liberalized the petroleum policy to the petroleum corporations, to fix the price by themselves by consulting with OPEC (oil and petroleum exporting council) and also private petroleum corporation can establish their own retail outlets to build up the brand and to capture the market. For this a study has been conducted to assess the preference of retail outlet (petroleum corporations) among the consumers in Coimbatore city. It helps to identify the perception of consumers towards petroleum corporations and to create the brand image among the petroleum corporation.

C. RESEARCH METHODOLOGY:

This chapter describes the methods applied for the study in details. Research methodology is the process or strategies used to identify, pick, techniques, and examine statistics about a topic. The research adopted random sampling method to conduct the study. The data inclusive of measurable and qualitative data as well together from various sources including like various books, research articles, newspapers, websites is used for the purpose of study.

RESEARCH TOOL:

- Simple percent analysis method.
- Ranking analysis.

SAMPLE SIZE:

- Sample size includes minimum 100 Respondents.

PERIOD OF STUDY:

- The period of study is within December 2022-January 2023.

SOURCES OF DATA:

For this purpose of study, the data has been collected in 2 ways:

- Primary Data
- Secondary Data.

PRIMARY DATA:

- Primary Data is gathered through questionnaire respondents.

SECONDARY DATA:

- Secondary data is gathered through Journals, Books, E-Sources, and Reports and so on

2. REVIEW OF LITERATURE:

1. Anurag Dugar on 2013 conducted a study on Measuring Consumers' Preferences and Attitudes Towards Branded Petrol: An Initial Investigation of the Branded Petrol Market in that they said it may be concluded that the marketing strategies have made the consumers sit up and take notice of petrol brands and also the strategies have been successful in the sense that consumers see value in branded petrol. The consumer persuasive that they are price sensitive as far as petrol is concerned, but actually they are not.
2. Keerthi Anand on 2017 conducted a study on Consumer Behaviour Towards Petroleum Retail Outlets in that they said the consumers perceive that there is a Relationship between maintenance and quality of the product. The funding to such Infrastructural elements shall not be constrained by economics.
3. Mohd Javed Khan (2012), This study helps to understand the significance of CRM for the chosen corporate and its relevance strategic context. The examination research design is used to empirical output, the research instruments comprised of an overall characteristics of organized petroleum corporation.
4. Velammal Selvi (2015), This study analysed the image of petrol bank with the use of their service and the vehicle's mileage as the main factors, also gave the equal importance to two wheelers and four wheelers.

3. COMPANY PROFILE:**A. HP Petroleum:**

HP Petroleum, also known as Hindustan Petroleum Corporation Limited (HPCL), is an Indian state-owned oil and natural gas company. It was established in 1974 after the nationalization of the Indian oil industry. The company has its headquarters in Mumbai, Maharashtra and operates in the downstream sector of the oil and gas industry, primarily dealing with refining and marketing of petroleum products.

B. Bharath petroleum:

Bharat Petroleum Corporation Limited (BPCL) is a state-owned Indian oil and gas company that was established in 1952. The company has its headquarters in Mumbai and operates in the downstream sector of the oil and gas industry, primarily dealing with refining and marketing of petroleum products

C. Indian Oil

Indian Oil Corporation Limited (IOCL), commonly known as Indian Oil, is the largest commercial enterprise in India and one of the largest petroleum companies in the world. Its history can be traced back to the early 1900s when the first oil well was drilled in India in 1889. However, it was not until after independence that the government of India realized the importance of petroleum as a vital natural resource and decided to establish a national oil company.

D. Nayara petroleum:

Nayara Energy Limited, formerly known as Essar Oil Limited, is an Indian integrated downstream oil company that operates a 20 million tons per annum oil refinery located in Vadinar, Gujarat, India. The company was established in 1969 as an independent oil refinery and was acquired by the Essar Group in 1999. In this six-page essay, we will into the history of Nayara Petroleum, its growth, and its future prospects.

E. Shell petroleum:

Shell Petroleum is one of the largest and most influential oil and gas companies in the world, with a rich and varied history spanning over a century. Founded in 1907 as a subsidiary of the Royal Dutch/Shell Group, Shell Petroleum quickly rose to prominence as a major player in the global oil and gas industry.

OUTLET SERVICES	VERY SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	DISSATISFIED (2)	VERY DISSATISFIED (1)	TOTAL	RANK
CLEANLINESS	41	48	17	2	2	454	1
CUSTOMER SERVICE PROVIDED BY STAFF	36	48	22	4	-	446	2
AVAILABILITY OF AMINITIES	36	46	15	11	2	433	3
METHOD OF PAYMENT OPTIONS	39	39	23	3	6	432	4
PRICE OF FUEL	27	58	16	6	3	430	5
DRINKING WATER	29	50	19	9	3	423	6

DATA ANALYSIS AND INTERPRETATION:

RANKING ANALYSIS:

INTERPRETATION

The respondents ranked cleanliness as 1st followed by customer service provided by staff, availability of amenities , method of payment options, price of fuel , drinking water.

4. FINDINGS, SUGGESTION AND CONCLUSION:

1. FINDINGS:

1. Majority (70%) of the respondents are male responders.
2. Majority (64.5%) of the respondents of the age group 20 – 30 years
3. Majority (67.3%) of the respondents occupational status are belongs to students
4. Majority (61.8%) of the respondents of the qualification in UG
5. Majority (42.7%) of the respondents income level below 20
6. Majority (89.1%) of the respondents are unmarried
7. Majority (79.1%) of the respondents are shown the meterset zero before filling fuel
8. Majority (43.6%) of the respondents purchases fuels weekly
9. Majority (69.1%) of the respondents are only vehicle refuelling
10. Majority (30.9%) of the respondents are uses Indian oil
11. Majority (39.1%) of the respondents are very convenient in locations
12. Majority (37.3%) of the respondents are likely recommending the petroleum outlets to others
13. Majority (35.5%) of the respondents uses cash payment method in petrol pumps
14. Majority (34.5%) of the respondents are generally purchase fuel on way to work
15. Majority (70%) of the respondents fill normal fuel in petrol pumps
16. Majority (38.2%) of the attendants wear proper uniform in the petrol pumps.

2. SUGGESTIONS:

1. National highway corporation must refreshment rooms and medical shops.
2. Cleaning of vehicle must be provided in every bunk
3. Facilities like ATM, car accessories, spare parts sale, puncture be provided in bunks
4. Spacious parking area must be provided in all the corporation bunks.
5. Fast service will lead to customer satisfaction.
6. services, air filling, wind screen wiping, car wash, repair workshop must be provided in all bunks.

3. CONCLUSION:

• Coimbatore's industrial revolution began with pumps and even today it is the main source of supply to much of India; over 60% of the country's pump requirement is met by Coimbatore. The pump manufacturers in Coimbatore are being ever so competitive by producing a wide range of products and are always interested in investing in research and development activities. This study is focused on the potential of the industry and the researcher has gained a lot of insight about the working of the industry from the market perspective. This study will provide a platform for the future studies.

• The analysis resulted as Consumers is expecting good quality and quantity of fuel. Other additional facilities like rest room, ATM, air pressure should be available in all outlets. Companies should be able to manage their marketing strategies to retain their customer.

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