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Customer's Satisfaction Towards Modernized Petrol Stations With Reference to Coimbatore City

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ABSTRACT

The life style of customer is changing very fast today. Nobody is ready to spend more time for shopping. Whenever a halt is made by customer in any place he / she prefer to complete more than one type of work. In this way, everybody is doing their work throughout the day. Hence, if an individual is going to full up fuel for his / her two wheeler or four wheeler, he / she wants to complete many work within the available time. Hence, the customers are expecting many more modern services in petrol stations. These types of services are also identified by many petrol station owners and arranged to provide such services in Coimbatore city. Under these circumstances, the researchers have decided to find the level of customers satisfaction with regard to availing such services at modernized petrol stations. The researchers identified the following services which are provided by many petrol stations. They are convenience stores, ATM facility, petro card, ticket booking service, telephone and net surfing facility, medical shop, banking service and letter box.

The main objectives of the study present study are the awareness of many more services available in the modernized petrol station among the respondents. Moreover, the customer satisfaction is also highlighted in this study. The study was descriptive in nature. A structured questionnaire was framed with twenty five questions to collect primary data. Samples of 125 respondents were chosen, using convenient sampling technique. The data are collected from the period of June 2011 to February 2012. Thus, collected primary data was analyzed manually with suitable statistical tools like simple percentage analysis, chi-square test, four point scaling technique, average rank analysis and average score analysis. The main findings of the study is that the personal factors of respondents have not influence the type of vehicle owned and frequency of visit to petrol station. Among the services provided by the modernized petrol stations, ATM service facility got first rank among the respondents. By providing many services, the modernized petrol stations have vastly increased their sales.

Keywords :

INTRODUCTION

Energy is a gift of nature and this energy only makes the world go round. The oil production countries of the world sell energy to various countries and it has become a major item of international trade, where the money flows towards the exporting countries. Oil brings wealth to the producing countries and life to the buying countries. It is a raw material for many other products. In a vast country, where there is a need for transportation and other commodities from one place to another, there is a need for oil. Oil, whether it is produced with in the country or imported, is distributed to various regions of the country through the network of retail distribution centers.

In our country, the retail distribution units are managed by private individuals at the maximum. They are governed by rules & regulations of the Government with regard to the sale and purchases. The owners of a petrol station get reasonable returns for the business transacted by them. As many of them opined that the margin is small, hence, these petrol stations have come up with many modernized services to engulf the customer with their satisfaction and to have an edge over private players. Retail selling of the commodities has got its own advantages and disadvantages but selling source commodities in the normal business situation yields more income. But selling only petrol or diesel cannot make much profit and as a consequence they add one or two more lines of business along with their main business. Again this line of business as to cash and carry system is followed both at this purchasing point and selling point. The practice calls for a care full approach to deal with the rare commodity.

STATEMENT OF THE PROBLEM

Petrol companies are focusing on setting up the state of the art facilities catering to the fuel and the non-fuel services. Ef-

ficient dispensing machines, branded fuels, quick oil, change centres, loyalty branded fuels, quick oil change centres, loyalty programs and use of technology have been introduced with non- fuel business like convenience stores, ATM, fast food outlets, medical shops, grocery and the like at petrol stations. By building strategic tie-ups with other players, like fast food joints, commercial banks, and courier companies' petrol retailers are enhancing their non- fuel revenues. It is expected that a petrol retailers revenue from non-fuel sources may increase by 20%. So in this context a study is felt necessary to know the availability of modernized services in petrol station and the customer satisfaction towards the usage of such services.

SCOPE OF THE STUDY

Petrol stations are no longer fuel dispensing outlets but spots all new look. By retailer's friendly approach, now they out smart the best of the retail chains in the country offering their laundry, courier, photo, medicines, flowers, fresh fruits insurance, fast food outlets, ticket booking service, telephone and net surfing facility, letter box, convenient banking service and examines the changing face oil all new look, customer friendly modern gas filling stations. All new look petrol station are in things now as most of 185 add retail outlets in twin cities have received lavish face lift. The same old stations now look more spacious and have a brighter look. In fact they have even, become an accepted feature of city scope. The retail friendly stations are on the increase not only in the city, but also all over the country. The demand of shelf space in these fuel filling stations is also on the hike! Upswing.

The present study covers the demographic details of the respondents. The modernized services are also identified to conduct the field study. Such services are convenience stores,

ATM facility, petro card, fast food outlets, medical shop, banking services, courier services, telephone and net surfing and sweets and savourier. The relevance of personal factors of the respondents with type of vehicle owned and frequency of visit made to the petrol stations. Moreover, rank analysis is applied to find the priority given by the respondents with regard to the modern services available in petrol stations.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the study.

1. To study the awareness of services rendered by modernized petrol station.
2. To study the level of satisfaction of the respondents on the services rendered by the petrol station.
3. To study the opinion of the respondents about the services of petrol station.
4. To identify the services that needs to be improved and
5. To offer suggestions on the basis of results of the study.

METHODOLOGY

The study was descriptive in nature and conducted to evaluate the customer satisfaction towards the services rendered by the petrol station. For the purpose of the study, a structured questionnaire was designed with 25 questions. It consisted of open end questions. Samples of 125 respondents were chosen, using convenient sampling technique. The schedule had open end questions for easy administration to the respondents, and the responses were collected through friendly discussions. The study used only primary data, which was collected using interview schedule. The data are collected from the period of June 2011 and February 2012. The interview schedule has been framed in such a way that respondents were able to express their opinion freely and frankly. The data collected for the study was analyzed manually with suitable statistical tools like Descriptive / percentage analysis, Chi-square analysis, Four point scaling technique, Average rank analysis and Average score analysis based on the results. All the tests are carried out at 5% level of significance.

LIMITATIONS OF THE STUDY

The investigator made all possible attempts to overcome the limitations, beyond which there are a few as given below:

1. The study was restricted to Coimbatore city only with simple sample size and
2. Due to time constraints, sample size was limited to 125 respondents.

REVIEW OF LITERATURE

Komaladevi P (2006), "Consumer satisfaction of Bharat Petroleum Corporation Limited Petro Card" oil has been and further continues strategic resource and has geo political connotations for both developed and developing countries. Critical concerns have focused on self reliance as oil is perceived to be the key to economic developed and National defense. In India purchasing of two wheelers and four wheelers is increasing every day. Due to increasing of such vehicles, consumption of fuel is also very high now-a-days. Schemes attract more number of customers. They are providing more distribution centers like cash counters, computerization and better services. Among them petro card is a modernized system to make more convenience to customers.

Ramachandran D (2007), "The age old petrol station now wears a new look. All purpose petrol stations" along with the new trends and changes taking place all over the petrol stations. And encouraging results coming by hiring all women at petrol station and decreasing customer complaints, more and more pumps are to jump at the new idea soon. The reasons for such a drastic face lifts may be partly to prepare for the competition (which may pose a threat once reliance launches its services) and to outshine competition. (One may be to offer more facilities and value added services). What ever may be the reasons, one thing is certain, the age old petrol stations in our neighbourhood certainly have come a long way to retain its customers.

Udit Vyas and Preeta Vyas (2008), "Petro-Retailing Sector Evolution and challenges". It is likely that petroleum retailers in the future will be compelled to adopt a consumer centric organizational model with a distinct value proposition. A key to success will be to adapt international models to suit the local environment rather than blindly following it. Retailers who understand and satisfy their target consumers latent needs will have a sustainable competitive advantage. There will be clear opportunities to build strong brands around customer experience, value added fuels and non-fuel products and services. Price based platform will be powerful in the Indian context in the long-term with the de-control on prices, but the challenge will be to deliver profitably. Thus the challenge would be how to retain customer loyalty as customers have more options to buy fuel. Petro-retailers will have to learn to strike the balance between the fuel and non-fuel activities.

Barada Prasad (2009), "Hindustan petroleum corporatism limited-new Initiatives". As the consumer preference has been shifting towards branded products and shopping under a single roof, HPCL is also changing at the same pace to satisfy the consumers. HPC is not only providing non-fuel services in urban areas but also in rural areas. The key to the success to HPCL retailers is that it provides customized value-added services like ATMs, Internet cafes, STD booths, take away food counters, retail stores and at its Retail outlets in rural areas, HPCL has also initiated a lot of innovative quality assurance initiatives like automation of retail outlets, vehicle management systems, availability of all quality checking requisites at its retails outlets, and awareness programs for consumers. These innovative approaches were crucial to success of HPCL in a very short period.

Prasad Rao P and Nakul Kanchan (2010), "Consumer choice of motor bike attributes an application of conjoint analysis". In spite of the limitations, the study can act as a stepping stone of a study with more detail and rigor, because the findings, suggestions that any company in the motor bike business should concentrated on fuel efficiency as that is most important to any consumer. Again it should focus on the safety aspect as there is an increasing awareness about safety and people wanted safer vehicles.

ANALYSIS AND INTERPRETATION OF DATA

The data collected through the well structured questionnaire is analyzed and interpretation is made on the basis of such analysis are represented as below:

TABLE 1
AGE WISE DISTRIBUTION OF RESPONDENTS

Sl. No.	Age Group	Number of Respondents	Percentage
1.	Below 20 years	7	7.00
2.	20 - 40 years	83	66.00
3.	40 - 60 years	28	22.00
4.	Above 60 years	7	5.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 1 that 65% of the respondents are under 20 years to 40 years, 22% of the respondents are under 40 years to 60 years and 7% of the respondents are below 20 years. It is concluded that the majority (66%) of the respondents are 20 years to 40 years of age.

TABLE 2
GENDER WISE DISTRIBUTION OF RESPONDENTS

Sl. No.	Gender	Number of Respondents	Percentage
1.	Male	81	65.00
2.	Female	44	35.00
	Total	125	100.00

Source: Primary Data

It is obtained from the table 2 that 65% of the respondents are males and remaining are females. It is concluded that the majority (65%) are male respondents.

**TABLE 3
MARITAL STATUS OF THE RESPONDENTS**

Sl. No.	Marital Status	Number of Respondents	Percentage
1.	Married	40	32.00
2.	Unmarried	85	68.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 3 that 68% of the respondents of the study are unmarried and the remaining are married. It is concluded that the majority (68%) of respondents are unmarried.

**TABLE 4
RESIDENTIAL AREAS OF THE RESPONDENTS**

Sl. No.	Residential Area	Number of Respondents	Percentage
1.	Rural	11	9.00
2.	Semi-urban	29	23.00
3.	Urban	85	68.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 4 that 68% of the respondents of the study dwell in urban area and 23% of the respondents are in semi-urban areas. It is concluded that the majority (69%) of the respondents dwell in the urban areas.

**TABLE 5
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Sl. No.	Educational Qualification	Number of Respondents	Percentage
1.	No Formal Education	7	5.00
2.	School Level	20	16.00
3.	College Level	82	65.60
4.	Others (specify)	16	13.00
	Total	125	100.00

Source: Primary Data

It is obtained from the table 5 that 65% of the respondents are under college level, and 16% of the respondents are under school level. It is concluded that the majority (65%) of the respondents comes under college level.

**TABLE 6
OCCUPATION OF THE RESPONDENTS**

Sl. No.	Occupation	Number of Respondents	Percentage
1.	Student / Housewife	32	26.00
2.	Private Sector	53	42.00
3.	Public Sector	18	14.00
4.	Others (Specify)	22	18.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 6 that 42% of the respondents belong to private sector category, 26% of the respondents belong to the student/ housewife category and 18% of the respondents belong to business (or) professional categories. It is concluded that the majority (42%) of the respondents are private sector category.

**TABLE 7
MONTHLY INCOME OF THE RESPONDENTS**

Sl. No.	Monthly Income	Number of Respondents	Percentage
1.	Below Rs.5,000	24	19.00
2.	Rs.5,000 - Rs.10,000	44	35.00
3.	Rs.10,000 - Rs.15,000	30	24.00
4.	Rs.15,000 and above	27	22.00
	Total	125	100.00

Source: Primary Data

It is obtained from the table 7 that 35% of the respondents earned a monthly income between Rs.5,000 and Rs.10,000, 24% of the respondents earned a monthly income between Rs.10,000 and Rs.15,000 and 22% of the respondents earned a monthly income above Rs.15,000. It is concluded that the majority (35%) of the respondents earned a monthly income Rs.5,000 and Rs.10,000.

**TABLE 8
TYPE OF VEHICLE USED BY THE RESPONDENTS**

Sl. No.	Type of Vehicle	Number of Respondents	Percentage
1.	Two Wheeler	108	70.00
2.	Four Wheeler	47	30.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 8 that 70% of the respondents own two wheeler and 30% of the respondents own four-wheeler. It is concluded that the majority (70%) of the respondents are owning two wheelers.

**TABLE 9
FREQUENTLY VISIT OF THE RESPONDENTS TO THE PETROL STATION**

Sl. No.	Frequency Visit	Number of Respondents	Percentage
1.	Every Day	24	12.00
2.	Twice in a Week	61	49.00
3.	Once in a Week	26	21.00
4.	Very Rarely	14	11.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 9 that 49% of the respondents visit the petrol station twice in a week. 20% of the respondents visit the petrol station once in a week and 19% of the respondents were visiting the petrol station daily. It is concluded that majority (49%) of the respondents visit the petrol station weekly twice.

**TABLE 10
RESPONDENTS BEING A REGULAR CUSTOMER TO A PARTICULAR PETROL STATION**

Sl. No.	Petrol Station	Number of Respondents	Percentage
1.	Bharat Petroleum	50	40.00
2.	Hindustan Petroleum	34	27.00
3.	Indian Oil Corporation	24	19.00
4.	Reliance	17	14.00
	Total	125	100.00

Source: Primary Data

It is found from the table 10 that 40% of the respondents are regular customer in Bharat Petroleum, 27% of the respondents regular customer in Hindustan Petroleum, 19% of the respondents are regular customer in Indian Oil Corporation

and 14% of the respondents are regular customer of Reliance. It is concluded that the majority (40%) of the respondents are regular customer in Bharat Petroleum.

TABLE 11
MODERNIZED SERVICES RENDERED BY PETROL STATION

Services	Petrol Station				Total
	Bharat Petroleum	Hindustan Petroleum	Indian Oil Corporation	Reliance	
Convenience Stores	47	29	18	15	109
ATM Facility	44	30	19	16	109
Petro Card	47	30	16	16	109
Fast Food Outlets	38	28	15	26	109
Medical Shops	30	19	9	22	109
Ticket Booking Services	32	41	20	16	109
Banking Service	44	30	26	9	109
Letter Box	42	33	16	18	109
Telephone and Internet Surfing Facility	44	31	16	19	109
Sweets and Savories	42	30	17	20	109

Source: Primary Data

It is clear from the table 11 that on the basis following factors only the respondents select particular petrol stations.

BHARAT PETROLEUM

As far as Bharat Petroleum concerned, the respondents considered convenience stores and petro card (47) as the most important factor to be taken into consideration which follows banking services (44) fast food outlets (38) medical shops (30) and so on.

HINDUSTHAN PETROLEUM

As far as Hindusthan Petroleum concerned, the respondents consider ticket booking service (41) as most important factor to be taken into consideration which follows ATM facility and petro card facility (30) convenience stores (29) fast food outlets (28) and so on.

INDIAN OIL PETROLEUM

As far as Indian Petroleum concerned, the respondents considered banking service (26) as the most important factor to be taken in to consideration which follows ticket booking service (20), ATM facility (19) and so on.

RELIANCE

As far as Reliance concerned, the respondents considered fast food outlets (26) as the most important factor to be taken in to consideration which follows medical shops (22) surfing (19) letter box (18) and so on.

TABLE 12
REASONS FOR FREQUENCY OF VISIT TO THE PETROL STATION

Sl. No.	Services	Number of Respondents	Percentage
1.	Convenience Stores	29	11.00
2.	ATM Facility	56	21.00
3.	Petro Card	53	20.00
4.	Fast Food Outlets	28	11.00
5.	Medical Shop	18	7.00
6.	Banking Service	17	6.00
7.	Courier Services	25	9.00
8.	Telephone and Net Surfing	19	7.00
9.	Sweets and Savouries	20	8.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 12 that 21% of the respondents have frequently visit the petrol station for ATM facility, 20% of the respondents have frequently visited the petrol station for petrol card facility and 11% of the respondents visit the petrol stations for the services rendered like convenience stores fast

food outlets and the like. It is concluded that majority (21%) of the respondents have frequently visited the petrol stations for ATM facility.

TABLE 13
LEVEL OF SATISFACTION OF THE RESPONDENTS FOR THE SERVICES RENDERED BY THE PETROL STATION

Sl. No.	Level of Satisfaction	Number of Respondents	Percentage
1.	Highly Satisfied	40	12.00
2.	Satisfied	80	64.00
3.	Dissatisfied	4	3.00
4.	Highly Dissatisfied	4	3.00
	Total	125	100.00

Source: Primary Data

It is found from the table 13 that 64% of the respondents are satisfied with their services rendered by the petrol station, and 12% of the respondents are highly satisfied with the services rendered by the petrol station. It is concluded that the majority (64%) of the respondents are satisfied with their services rendered by the petrol station.

TABLE 14
FURTHER IMPROVEMENT OF THE SERVICES RENDERED BY THE PETROL STATION

Sl. No.	Services	Number of Respondents	Percentage
1.	Convenience Stores	36	12.00
2.	ATM Facility	47	15.00
3.	Ticket Booking Service	66	21.00
4.	Telephone and Net Surfing Facility	36	12.00
5.	Petro Card	34	10.00
6.	Medical Shop	40	13.00
7.	Banking Service	23	7.00
8.	Letter Box	28	9.00
	Total	125	100.00

Source: Primary Data

It is evident from the table 14 that 21% of the respondents view that the additional requirement of ticket booking should be included as further improvement, 15% of the respondents are view that further improvement for ATM facility and 13% of the respondents said medical shop service improved. It is concluded that the majority (21%) of the respondents view that the further improvement of ticket booking.

CHI-SQUARE ANALYSISHypothesis - 1: The personal factors of the respondents have no significant influence on the

type of vehicle owned.

**TABLE 15
PERSONAL FACTORS AND TYPE OF VEHICLE OWNED**

Sl. No.	Personal Factors	Chi-square Values	Table Values	Significant / Not Significant
1.	Age Group	1.317	7.82	Not Significant
2.	Gender	3.61	3.84	Not Significant
3.	Marital Status	0.09	3.84	Not Significant
4.	Residential Area	3.22	5.99	Not Significant
5.	Level of Education	2.02	7.82	Not Significant
6.	Occupation	3.5	7.82	Not Significant
7.	Monthly Income	2.68	7.82	Not Significant

Source: Calculated from Primary Data

It is clear from the table that the hypothesis is accepted (not significant) in all the above cases. It is concluded that the personal factors have not significant influence in the type of the vehicle owned.

Hypothesis - 2: The personal factors of the respondent have no significant influence on the frequency of visit to the petrol station.

**TABLE 16
PERSONAL FACTORS AND FREQUENCY OF VISIT THE PETROL STATION**

Sl. No.	Personal Factors	Chi-square Values	Table Values	Significant / Not Significant
1.	Age Group	75.91	16.52	Not Significant
2.	Gender	8.0027	7.82	Not Significant
3.	Marital Status	1.24	7.82	Not Significant
4.	Residential Area	4.89	12.59	Not Significant
5.	Level of Education	6.916	16.92	Not Significant
6.	Occupation	6.27	16.92	Not Significant
7.	Monthly Income	681	16.92	Not Significant

Source: Calculated from Primary Data

It is clear from the table that in all cases the hypothesis is accepted (not significant). It is concluded that the personal factors have not influence in the frequency of visit the petrol station.

**AVERAGE RANK ANALYSIS
REASONS FOR BEING A REGULAR CUSTOMER OF A PARTICULAR PETROL STATION**

The table 17 describes average rank and final rank based on the consolidated of the being a regular customer of a particular petrol station.

**TABLE 17
REASONS FOR BEING A REGULAR CUSTOMER OF A PARTICULAR PETROL STATION**

Reasons	Rank 1	Rank 2	Rank 3	Rank 4	AR	FR
Quality of Petrol	45	33	25	22	2.19	2
Customer Care	62	28	21	14	1.89	1
Variety of Service	31	24	58	12	2.41	4
Utilizing Non Fuel Service	24	53	40	8	2.26	3

AR – Average Rank

FR – Final Rank

It is clear from the table 17 that the respondents have given top priority for customer care second to quality of petrol and followed by utilizing non-fuel services, variety of service. It is concluded that the respondents who are using a petrol station have given top priority for customer care among the others.

RESPONDENTS BASED ON THE PRIORITIES ON THE VARIOUS SERVICES

The table 18 describes the distribution of respondents based on the priorities on the various services further the average and final rank are also displayed

**TABLE 18
RESPONDENTS BASED ON THE PRIORITIES ON THE VARIOUS SERVICES**

Services	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	AR	FR
Convenience	14	16	26	18	10	9	19	5	8	4.15	2
ATM Facility	57	30	8	8	4	3	6	4	5	2.64	1
Fast Food Outlets	5	6	16	20	24	13	11	22	8	5.34	4
Medical Shops	8	13	14	23	19	21	15	8	4	4.75	3
Banking Services	8	14	16	10	17	24	12	14	10	5.75	5
Letter Box	6	4	10	12	13	22	25	18	15	5.94	7
Telephone and Net Surfing Facility	3	9	10	12	22	14	14	27	14	5.86	6
Sweets and Savories	3	7	5	8	8	14	14	18	47	6.86	8

AR – Average Rank

FR – Final Rank

It is clear from the table 18 that the respondents have given top priority for ATM facility, second to petrol card facility, followed by convenience stores, medical shops and fast food outlets. It is concluded that the respondents who are using petrol station have given top priority for ATM facility among the other services.

SUGGESTIONS

The following are the important suggestions in the study.

1. All petrol stations should extend the services for 24 hours in all areas.
2. Automatic Petrol filler services should be available in all petrol stations.
3. The petrol station should offer some gift and bonus schemes for regular customers.
4. Servicing of vehicles should be provided in all petrol stations.

CONCLUSION

From mere petrol and diesel dispensing stations to a place where we shop for medicines, convenience stores, fast food outlets, telecommunication and banking services etc. modern petrol stations these days have evolved and unchanged a lot in tune with the consumers satisfaction. The modernization of petrol stations has vastly increased the sales in these stations as well as providing wide areas of service to the customers. The extra service generates more revenue for the petrol stations and enhanced satisfaction of the customers if more and more ices are included in future. If suggestions given in the study are incorporated then the satisfactions of customer increased very much and in the process the modernized petrol station earn more profit.

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