ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER SATISFACTION TOWARDS RETAIL PETROLEUM OUTLET SERIVCES IN COIMBATORE CITY

KEY WORDS: Consumer behavior, petroleum retail outlet, respondents

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ABSTRACT

The present study is undertaken to identify the consuming behavior of the consumer in petrol retail outlets, to identify the level of important given by the consumers to various services in petrol retail outlets, to analyze the services used by the consumers in petrol retail outlets. Convenience sampling method was used to select the sample size of 50 in Coimbatore city. The results show that most of the respondents are male, most of the respondents are come under the age group of 16-25 and 26-35 years, most of the respondents are fueling same petroleum retail outlets, most of the respondents are preferring to fueling in ICOL. The respondent give importance for preferring restroom service, air pressure checking and are using this service regularly in petrol outlets.

INTRODUCTION

Petroleum, along with oil and coal, is classified as a fossil fuel. Petroleum in its natural form when first collected is usually named crude oil, and can be clear, green or black and may be either thin like gasoline or thick like tar.The first oil deposits in India were discovered in 1889 near the town of DIGBOI in the state of ASSAM. The natural gas industry in India began in the 1889 with the discovery of gas fields in ASSAM and GUJARAT. Natural gas gained further significance after the discovery of large reserve in the south basin fields by ONGC in the 1970s.The Indian Oil and gas market is characterized by the presence of large, diversified companies. Lending oil companies namely oil and natural gas corporation (ONGC), Indian Oil Corporation limited(IOCL), Bharat Petroleum Corporation Limited (BPCL), Hindustan petroleum corporation Limited (HPCL), Reliance Petroleum, Essar and shell are typically large, highly vertical integrated companies.India has 60,799 petrol stations. 26,849 of these belong to Indian Oil (IOCL), 14,675 to Bharat Petroleum (BPCL) and 14,161 to Hindustan Petroleum. IOCL has more petrol stations than both Canada and the UK. The Punjab state of India has approximately 3,300 petrol stations, and the state of Haryana alone has more than 2,500 petrol station. Reliance Industries Limited, Essar Oil, Shell India and ONGC have also opened petrol stations in India.

STATEMENT OF THE PROBLEM:

In the present scenario, the automobile companies are offering unimaginable price and schemes to boost up their sales volume. This induce 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. For this a study has been conducted to assess the preference of retail outlet (petroleum corporation) among the consumer in Coimbatore district. It helps to identify the perception of consumers towards petroleum corporation and to create the brand image among the petroleum corporation.

OBJECTIVE OF THE STUDY

- To identify the consuming behavior of the consumer in petrol retail outlets.
- To identify the level of satisfaction by the consumer in various service in petrol retail outlets.
- To analyze the services used by the consumer in petrol retail outlets.

SCOPE OF THE STUDY :

The study helps the petroleum retail companies to known the customer's attitude and satisfaction level among their product as well as services.The study result will be a great help to the petrol retail outlets for making a right policy and services.LIMITATION OF THE STUDY : It is a micro level study and therefore the finding of the study are applicable only to the market segments possessing the Coimbatore city.Since the study is based on the primary data collected through questionnaire, the result of the study is subject to all the limitations of the primary data

RESEARCH METHODOLOGY

The study was conducted during the period December 2018-March 2019. The sample size selected for the study is 50. convenience sampling method was used to select the sample. The primary data is collected from questioners and then the analysis is made using that data. The main source of the secondary data is collected from the internet. Secondary data is mainly use for the information about history and to find the earlier findings. Tools used for analysis are:

- Simple percentage Analysis
- Chi-Square Analysis

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

TABLE-1: TABLE SHOWING THE PREFERENCES FOR ADDITIONAL SERVICE OF THE RESPONDENTS

ADDITIONAL SERVICE	PERCENTAGE				
	VERYOFTEN	OFTEN	SOMETIMES	RARELY	NEVER
Pharmacy	28	26	20	6	20
Car accessories	16	30	14	16	24
ATM	72	16	10	25	0
Courier	4	16	16	22	42
Travel agent	24	10	24	16	26
Restroom	80	8	2	4	6
Spare parts sale	20	28	22	14	16
Puncture services	58	6	16	6	14
Wind screen wiping	30	14	22	12	22
Car wash	28	20	22	14	16

The above table shows that 80% of the respondent are very often preferring restroom services , Followed by 30 % are often use car accessories , 24 % are preferring Travel agent, 25 % are rarely use ATM and 42 % never use Courier.

CHI-SQUARE ANALYSIS

TABLE-2: RELATIONSHIP BETWEEN GENDER AND MODE OF PAYMENT

Particulars	MODEOFPAYMENT				
	Cash	Card	Net Banking	Wallets	Total
Female Count	14	0	0	0	14
Expected	8.1	2.0	1.4	2.5	14.0
Female Count	15	7	5	9	36
Expected	20.9	5.0	3.6	6.5	36.0
Total	29	7	5	9	50

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.080a	3	.003

Likelihood Ratio	19.127	3	.000
Linear-by-Linear Association	10.650	1	.001
The minimum expected count is 1.40.			

From the above table states that there is no significant relationship between gender and mode of payment since the table calculated value 1.40 is more than the table value 0.05. Hence the hypothesis is rejected

SUGGESTIONS

- Cleaning of vehicle must be provided in every bunk.
- Facilities like ATM, car accessories, spare parts sale, puncture services, air filling, wind screen wiping, car wash, repair workshop must be provided in all bunks.
- Spacious parking area must be provided in all the corporation bunks.

CONCLUSION :

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 customers.

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