

# SERVICES FACILITIES IN PETROL PUMPS PERCEPTION IN KARNATAKA

**Abhishek .M. Talawar,**  
Student Researcher  
MBA(Marketing),  
Global Business School, Hubli

**Dr. Bhargav Revenkar,**  
Associate Professor  
Global Business School,  
Hubli

## ABSTRACT :

An understanding of buyer behaviour is essential in marketing planning and programmes. Buyer behaviour is one of the most important keys to successful marketing.. Various services ranging from food store to medicine store, ATM to portal counters are provided to the customers to improve customer experience, customer loyalty and customer satisfaction.The present study is undertaken to identify the perception of the consumers in petrol retail outlets, to identify the level of importance given by the consumers to various services in petrol retail outlets, to analyse the services used by the consumers in petrol retail outlets. Stratified sampling method was used to select the sample size of 418 in Karnataka. The results show that most of the respondents are using two wheeler, most of the respondents are filling petrol in their vehicles, frequency of filling fuel is once in a week for less than 1litres to 10litres. The respondents give importance for air pressure checking and are using this service regularly in petrol outlets.

**Keywords:** Services facilities, Consumer behaviour, Petroleum, Perception, Karnataka

## I. Introduction :

Buyers behaviour includes the acts of individuals directly involved in obtaining and using economic goods and services including sequence of decision processes that precede and determine these acts. Actual purchase is only a part of the decision process. In buyer behaviour we consider not only why, how, and what people buy but other factors such as where, how often, and under what conditions the purchase is made. An understanding of buyer behaviour is essential in marketing planning and programmes. Buyer behaviour is one of the most important keys to successful marketing. It is a process. Potential customers are subjected to various stimuli. The customer is regarded as a black box as we cannot see what is going on in his mind. He responds to the marketing management. The model of be buyer behaviour is a stimulus-response model. Response may be decision to purchase or not to purchase.

## 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 corporations) among the consumers in Karnataka. It helps to identify the perception of consumers towards petroleum corporations and to create the brand image among the petroleum corporation.

## Objectives of The Study

- 1) Suggest better ways & means for the improvement of services & facilities in the petroleum corporations (bunks)
- To identify the consuming behaviour of the consumers in petrol retail outlets.
  - To identify the level of importance given by the consumers to various services in petrol retail outlets.

## Literature Review

(R Krishna Kumari, Dr. N Yesodha Devi)

## Introduction

The Indian Oil and gas market is characterized by the presence of large, diversified companies. They have highly vertically integrated operations throughout oil exploration, production, refinery, transportation and marketing. Leading 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. They have large scale of their production and distribution networks to reduce costs and enhance profitability. Petrol stations of late have started to provide allied services for facilitating their consumers.

## II. Research Methodology

The research methodology is systematically used to solve the research problems. It may be under stood as a science of studying now research is done scientifically. In this we study various step that are generally adopted by the researcher in studying his/her researcher problem along with the logical behind them. Sampling method was used collect the pertinent data from the respondents were Stratified sampling. The study was conducted in North Karnatak and hence, the sample for the study was selected among the two wheelers and four wheelers and four wheelers and multiple Wheelers in North Karnataka

## Source of Data

- Primary Source
- Secondary Source

**Primary Source:** Data is collected from respondents through structured questionnaire and personal interviews. The data collected in the month of Nov and Dec 2018 in various petrol outlets

**Secondary Sources:** To have a deep knowledge not only primary data but data which is already available should be used. Then only it is possible to have a clear-cut-study. This is possible through secondary source the external sources include official web site of petrol retail outlets

## Sampling Method

**stratified sampling is used to collect data from various sources**

Sampling Size Number of the sampling units selected from the population is called the size of the sample. This study has covered 418 respondents from the Customers of Various petrol station. A sample of 300+ consumers using two wheelers and 10+ consumers using two 3wheelers and 50+ consumers using four wheelers and 10+ consumers using two multiple wheelers was taken for conducting the study. As of the data collected from 600respondents by eliminating with errors it has covered 418 respondents.

## Types of Statistical Tools

- SPSS -Frequencies

## Data and Discussion

### Demographics

	Frequency	Percent
A) For what purpose you are using vehicle		
Non-Commercial (Personal use)	362	86.6
Commercial Purpose	56	13.4
Total	418	100.0
B) Type of vehicle		
2-Wheeler	326	78.0
3-Wheeler	13	3.1

4-Wheeler	63	15.1
Multiple Wheels (Bus/Truck)	16	3.8
Total	418	100.0
C) Weekly Requirement of Petrol per week(Approximate)		
1-10 Litres	284	67.9
11-20 Litres	63	15.1
21-30 Litres	10	2.4
31-40 Litres	3	.7
41-50 Litres	1	.2
Total	361	86.4
D) Weekly Requirement of Diesel per week(Approximate)		
1-10 Litres	4	1.0
11-20 Litres	13	3.1
21-30 Litres	8	1.9
31-40 Litres	10	2.4
41-50Litres	11	2.6
More than 50 Litres	13	3.1
Total	59	14.1
E) Purchase of fuel from same retail outlet		
Yes	330	78.9
No	76	18.2
Not Always	12	2.9
Total	418	100.0

Mode of Payment

	Frequency	Percent
Cash	360	86.1
Debit/Credit Card	58	13.9
Total	418	100.0

Visibility of petrol pump/can be seen

	Frequency	Percent
Yes	407	97.4
No	11	2.6
Total	418	100.0

Availability of fuel for 24\*7

	Frequency	Percent
Yes	22	5.3
No	396	94.7
Total	418	100.0

Loyalty cards

	Frequency	Percent
Yes	11	2.6
No	407	97.4
Total	418	100.0

Availability of services such as Free Air Refill, Vehicle Cleaning

	Frequency	Percent
Yes	232	55.5
No	186	44.5
Total	418	100.0

Usage of washroom and drinking water facilities

	Frequency	Percent
Yes	173	41.4
No	244	58.4
No. response	1	.2
Total	418	100.0

Will the customer get assured Quality of fuel

	Frequency	Percent
Yes	394	94.3
No	24	5.7
Total	418	100.0

How Satisfied with dispensing speed of the fuel

	Frequency	Percent
Very dissatisfied	1	.2
Somewhat dissatisfied	1	.2
Neither Satisfied nor dissatisfied	12	2.9
Somewhat satisfied	235	56.2
Very satisfied	167	40.0
No Response	2	.5
Total	418	100.0

How customers are satisfied with Staff behaviour/interaction

	Frequency	Percent
Somewhat dissatisfied	1	.2
Neither Satisfied nor dissatisfied	6	1.4
Somewhat satisfied	212	50.7
Valid Very satisfied	198	47.4
No Response	1	.2
Total	418	100.0

III. Findings

- 77.99% of people using 2-wheeler and 3.1% of people using 3-wheeler and 15.07% of people using 4-wheeler and 3.8% of people using multiple wheels that is Bus or Trucks
- 86.6% people using their vehicle for Personal use and 13.4% of people using their vehicle for Commercial purpose
- 78.86% of people require 1-10 litres of petrol and 17.5% of people require 11-20 litres of petrol and 2.7% of people require 21-30 litres of petrol and 0.8% of people require 31-40litres petrol and 0.27% of people require 41-50litres of petrol per week
- 6.7%of people require 1-10 litres of diesel and 22.0% of people require 11-20 litres of diesel and 13.56% of people require 21-30 litres of diesel and 16.95% of people require 31-40litres diesel and 18.64% of people require 41-50litres of diesel and 22.03% people require more than 50litres of diesel per week
- Most of the customer purchase from same retail outlet every time78.95% of people says that they will purchase petrol from same retail outlet and 18.18% of people says No and 2.8% of people says Not always
- 86.12% of customers pay through cash and 13.88% of customers pay through Debit or Credit card
- Availability of fuel 24\*7 at this Outlet and for this 5.2% of people says Yes and 94.74% of people says No
- services such as Free Air Refill, Vehicle Cleaning for this 55.50% of people says Yes and 44.50% of people says No • customer get assured Quality of fuel for this 94.26% of people says Yes and 5.7% of people says No
- How customers are satisfied with dispensing speed of fuel for this 0.2% of people are Very dissatisfied and 0.23% of people are Somewhat dissatisfied and 2.87% of people are Neither satisfied nor dissatisfied and 56.22% people are somewhat satisfied and 39.95% of people are Very satisfied and 0.47% of people gave no response

- How customers are satisfied with Staff behaviour/interaction for this 0.2% of people are Somewhat dissatisfied and 1.4% of people are Neither satisfied nor dissatisfied and 50.22% people are somewhat satisfied and 47.37% of people are Very satisfied and 0.2% of people gave no response

#### **IV. Conclusion**

Today, the majority of the people were using vehicle (two-wheeler and four-wheeler) for transporting from one place to another place for different purpose. Petroleum corporations are introducing varieties of schemes to attract the people as well as to fulfil the expectations of the people towards fuel consumption. It makes more competition among the petroleum corporation by providing the cleaning facilities of vehicle and fast services will to leads to customers satisfaction and National highway petrol bunks must provide refreshment cafeteria and medical shops where these facilities will change the perception of the people towards the particular petrol retail outlets