A STUDY ON CONSUMER PREFERENCE AND SATISFACTION OF BUYING MS AND HSD IN SELECT PUBLIC AND PRIVATE SECTOR OIL COMPANIES

[1]G. Hanumanthu, [2]Prof. D. Sreeramulu

[1]*Research Scholar, Department of Business Management Osmania University, Hyderabad, Telanagna*
[2]*Professor, Department of Business Management, Osmania University, Hyderabad, Telanagna*

ABSTRACT

Understanding buyer behavior is critical in marketing strategy and execution. Buyer behavior is one of the most significant factors in marketing success. The papers' goal is to learn about the customer purchasing habits of MS and HSD in selected public and private sector oil businesses in Telangana state. A systematic questionnaire was created for this aim, and a sample of 900 respondents from public and private sector oil firms was collected and evaluated using ANOVA and Independent sample t-tests in SPSS 23.0 Version. The findings of the ANOVA analysis showed that information had a substantial impact on customer purchasing preference and of buying MS & HSD in Select Public and Private Sector Oil Companies; selected factors had a significant impact on the consumer satisfaction. Similarly, an independent t-test revealed a substantial mean difference in consumer purchase preferences and their satisfaction across select public and private oil companies for purchasing MS and HSD in select public and private oil companies.

KEYWORDS: *Consumer preference, Oil companies, Public and Private sector, MS & HSD*

1. INTRODUCTION

The Indian petroleum industry began towards the end of the nineteenth century with the discovery of petroleum in Digboi, Assam. Initially, the sector was accessible to foreign companies including global oil giants like Caltex, Esso, and Burmah Shell. However, in the 1970s, the Indian divisions of multinational corporations were nationalized by the Indian government, and the sector became tightly regulated throughout the country. By creating the Oil Coordinating Committee, the government nationalized the refining and marketing sectors and thereafter imposed regulatory restrictions on the production, import, distribution, and price of crude oil and petroleum products (OCC). Buyer's 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. In the context of Indian Fuel Retail, Indian public sector firms have historically controlled the industry. However, the entrance of private players has altered this dynamic by providing end customers with better customer service services. Private oil marketing firms are pushing public marketing organizations to shift their focus from just selling gasoline to pleasing consumers via marketing and promotional activities. There is some misalignment between consumer preferences for retail mix and those used by OMCs to promote their products and services (Yadav et.al. 2012). Petroleum companies are becoming more competitive, offering a range of programs to entice consumers and meet their fuel usage requirements. Simultaneously, the government liberalized the policy allowing private petroleum firms to open their

retail shops, increasing competition among service providers (companies).

2. LITERATURE REVIEW

According to the conceptual model (Brown and Ingene 1987) of the fuel or gasoline retail structure in the United States, demographic and environmental factors impact the marketing mix offered. The model also described the relationship between the outlet location and the features of the demographic, environmental, and marketing mix.

Martineau (1958), in his research "The Personality of a Retail Store," highlighted the importance of the store's image in terms of the customer's perspective. In addition to exhibiting all of the practical qualities of a typical shop, it should also foster an emotional connection with its consumers. In addition, the researcher discovered that having a well-established brand name in the market will result in a higher number of consumers. Erdem said that the shop image is one of the most significant factors in determining customer satisfaction in the retail industry.

Venter (1983), in his study "Settlement Factors that Influence the Spatial Placing of Retail Outlets of Petrol Companies," pointed out that when analysing the various factors and theories that influence the spatial location of retail outlets of petroleum companies, attention is first paid to the physical and legal aspects that influence the location of filling stations. Then attention is paid to the aspects of economics and marketing that influence the location of retail outlets of petroleum companies. Guidelines are developed to serve as the foundation for choices about the settlement, and a framework for idea research is established to aid in the decision-making process concerning the placement of service stations. It is determined that a significant amount of purchase must be achieved on the site to guarantee profitability, that the site must be easily accessible, that expenses must be kept to a minimum, and that relocation should be avoided where feasible. A significant influence is played by the costs and revenue components and the investment decision-making process. Conclusion: Service stations are distribution channels that must be developed and placed to meet customers' requirements.

Dodds and Monroe (1985), in their research titled "The impact of brand and price information on subjective product assessment," pointed out that consumer Perception Value (CPV) is a significant factor in product evaluation. The fuel industry nowadays offers a variety of alternatives and options. When it comes to information, how much do consumers need, and how much do they value brands? As a result of all of these considerations, how consumers' purchasing behaviour is constructed and influenced arises. A relationship model of quality, price, and perceived value were proposed. It was concluded that perceived value is an essential factor in consumers' repurchasing process; a high perceived value means a higher probability that the consumer will repurchase results in a higher consumer's loyalty.

Joy Deep Roy (2004) predicted that retail petroleum marketing would shift from commodity marketing to RO branding in their study "Oil Retail Outlets Emerge as the New Battlefield." Retail establishments must go beyond selling fuel and offer additional services to attract customers. Non-fuel offerings, such as quick-service restaurants, bakeries, beverage sales, ATMs, and other services, are growing in importance.

Dugar A (2007) discovered that public sector OMCs are attempting to take obvious first-mover advantage by establishing their brands and differentiating their services as quickly as possible in order to attract a larger target audience in his study "Marketing of Petrol in India: Transformation of an Undifferentiated Through Involvement Commodity into High Involvement Brands."

In their research "A Study on the Preference of Petroleum Bunks among Automobile Users," J.Venkatesh and V.Balachandran (2010) found that the main factor influencing Erode Consumers is proximity to their location by both two and four-wheelers. If the petroleum company wants to attract and keep customers, they must offer necessary amenities in the bunk and appealing promotional methods such as coupon systems, gifts, and discounts for frequent customers, random drawings, fleet cards, etc., market.

3. SIGNIFICANCE OF THE STUDY

Today, consumers are highly aware of the various brands of petrol and diesel provided by different companies in the public and private sectors. They choose the fuel according to their needs and preferences. They are also familiar with various fuel brands available in the market through advertisement, TV, commercials, logos, and product promotion.The present study is trying to determine the factors influencing the Consumer Preference And Satisfaction Of Buying MS And HSD In Select Public And Private Sector Oil Companies in Telangana state and how far they are satisfied with this outlet.

4. OBJECTIVES

- To study the factors affecting on the customer preference towards buying MS And HSD In Select Public And Private Sector Oil Companies

- To examine the level of satisfaction of Buying MS and HSD in Select Public and Private Sector Oil Companies.
- To verify whether consumer preference and satisfaction vary across the public and private sector oil companies.

5. HYPOTHESES
- H01: There is no significant influence of source of information on consumer purchase preference of buying MS & HSD in Select Public and Private Sector Oil Companies.
- H02: There is no significant impact of selected factors on the consumer satisfaction of buying MS & HSD in Select Public and Private Sector Oil Companies.
- H02: There is no significant difference in consumer preference and satisfaction across the Select public and private Oil Companies.

6. METHODOLOGY
- *Research Design:* Descriptive research

- *Sources of data:* Primary source of data is collected from the respondents through a structured questionnaire, and it was to collect data for understanding respondent's preferences and satisfaction levels who consume HS and MSD oils from selected oil retail outlets.
- *Data collections methods:* Data has been collected using a structured questionnaire through the customer survey method and personal interviews from Respondents, who consume HS and MSD from selected oil retail outlets, Telanagna state.
- *Sampling Area:* Respondents from Telanagna state
- *Sampling Method:* The convenience sampling method has been used to collect a sample of 900 respondents; 450 respondents from Public sector and 450 respondents from Private sector
- *Statistical Tools used:* ANOVAs and independent t-test using SPSS 23.0 software

7. DATA ANALYSIS AND INTERPRETATION

Table 1 Respondents Socio Economic Profile

Age		
	No of Responses	**Percentage**
18-25 years	76	8.4
26-33 years	364	40.4
34-41years	227	25.2
42-50Years	201	22.3
51 years and above	32	3.6
Gender		
Male	654	72.7
female	246	27.3
Education		
Illiterate	150	16.7
Below Degree	232	25.8
Degree	232	25.8
PG	168	18.7
Above PG	118	13.1
Occupation		
Other	23	2.6
Home Maker	17	1.9
Business	101	11.2
Govt Employee	198	22.0
Private Employee	561	62.3
Monthly income (In Rupees)		
Upto 35,000	254	28.2

35,001-45,000	384	42.7
45,001-50,000	172	19.1
51,000-60,000	31	3.4
Above 60,001	59	6.6
Total	*900*	*100.0*

It is found that 40.4 percent of respondents were between 26-33 years. 25.2 percent were between the ages of 34-41years, 22.3 percent were under the age of 42-50Years, 8.4 percent were between the ages of 18-25 years, and 3.6 percent were 51 years and above. 72.7 percent of the respondents were male, while the remaining 27.3 percent were female, with 25.8 respondents having a degree or less. Following that, 25.8 percent of the respondents have a Bachelor's degree, 18.7 percent have a Postgraduate degree, 16.7 percent have an illiterate background, and 13.1 percent have a postgraduate degree or higher than a Bachelor's degree. 62.3 percent of who were private workers. Following that, 22% were government employees, 11.2 percent were business persons, 2.6 percent were other, and 1.9 percent were homemakers. 42.7 percent have a monthly salary of 35,001- 45,000 rupees. Following that, 28.2 percent earn up to 35,000 rupees, 19.1 percent earn 45,001-50,000 rupees, 6.6 percent make over 60,001 rupees, and 3.4 earn 51,000-60,000 rupees monthly.

Table 2 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.799	0.775	10

Table 1 indicated that the questionnaire was checked for its reliability and provided the findings below. The questionnaire produced is pre-tested and checked by face validity as it has been sent to a carefully selected sample of experts and also has a sufficiently good reliability score. The result was given the value of 0.799. It means that the data has a high degree of reliability and validity.

7.1 ANOVA

It is conducted for comparing the means from two selected variables, with respect of employee responsibilities and salary structure has been considered for the study is explained in the table.

- **H01:** There is no significant influence of source of information on consumer purchase preference of buying MS & HSD in Select Public and Private Sector Oil Companies.

Table 3 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	109.507	15	7.300	12.778	.000
Within Groups	505.040	884	.571		
Total	614.546	899			

The table shows the performance of the ANOVA study on the source of information factors and consumer purchase preference. The study results illustrated that 109.507 is the between-group variation and 505.040 is the within-group variation. It also reveals that F-distribution 12.778. Followed by the level of significance is .000, which is less than 0.05. Thus, there is a significant influence of information on consumer purchase preference of buying MS & HSD in Select Public and Private Sector Oil Companies.

- **H02:** There is no significant impact of selected factors on the consumer satisfaction of buying MS & HSD in Select Public and Private Sector Oil Companies.

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	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	304.527	33	9.228	19.689	.000
Within Groups	405.881	866	.469		
Total	710.408	899			

The study results illustrated that 304.527 is the between-group variation and 405.881 is the within-group variation. It also reveals that F-distribution 19.689. Followed by the level of significance is .000, which is less than 0.05. Thus, there is a significant influence of selected factors and consumer satisfaction of buying MS & HSD in Select Public and Private Sector Oil Companies.

7.2 Multiple regressions between Influence of source of information and consumer preferences: In order to understand relationship between the different source of information and consumer preferences.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.302[a]	.191	.190	.79500	90.224	.000[b]

a. Predictors: (Constant), Consumer purchase preference

R^2 value reveals that the amount of difference in the dependent variables, and it is explained by the independent variables i.e source of information. Followed by the R^2 value is the found that .191, it implies the meaning by 19.1% variation of difference explained by the independent variables. This is the total strength of association between dependent variables and independent factors.

Table 5 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.803	.117		23.949	.000
	Consumer purchase preference	.305	.032	.302	9.499	.000

a. Dependent Variable: source of information

From above table, it is evident that there is a significant influence of source of information on consumer preference (β= .305; p ≤ 0.001). Hence, the source of information has a significant influence on consumer purchase preference.

Multiple regressions between selected factors on the consumer satisfaction: In order to understand relationship between selected factors on the consumer satisfaction.

Table 6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.457[a]	.209	.208	.69394	236.581	.000[b]

a. Predictors: (Constant), Consumer purchase preference

R^2 value is the found that .209, it implies the meaning by 20.9% variation of difference explained by the independent variables. This is the total strength of association between dependent variables and independent factors.

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Table 7 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.039	.113		17.976	.000
	Consumer satisfaction	.400	.026	.457	15.381	.000

a. Dependent Variable: Factor influences

From above table, it is evident that there is a significant influence of factors on consumer preference (β= .400; p ≤ 0.001). Hence, the Factor influences have a significant influence on Consumer satisfaction.

H03: There is no significant difference in consumer preference across the Select public and private Oil Companies.

Table 8 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Consumer purchase preference	Equal variances assumed	2.255	.004	.429	898	.008	.02653	.06187	.14795	.09489	
	Equal variances not assumed			.441	466.189	.659	.02653	.06016	.14475	.09169	
Consumer satisfaction	Equal variances assumed	.958	.028	1.043	898	.027	.06936	.06648	-.06112	.19984	
	Equal variances not assumed			1.019	420.829	.309	.06936	.06809	-.06449	.20321	

The t-value (.429) was a statistically significant at the 5 percent sig concerning the Consumer purchase preference. The Significance level and the p-value (.014) are less than 0.05 (p<0.05). Therefore, Consumer purchase preference had showed a significant mean difference across the Select public and private Oil Companies for buying MS & HSD in Select Public and Private Sector Oil Companies. Likewise, the t-value (1.043) was a statistically significant at the 5 percent sig concerning the Consumer satisfaction. The Significance level and the p-value (.028) are less than 0.05 (p<0.05). Therefore, the influence of selected factors had showed a significant mean difference across the Select public and private Oil Companies for buying MS & HSD in Select Public and Private Sector Oil Companies.

8. CONCLUSION

In marketing planning and programs, knowledge of buyer behavior is critical. One of the essential aspects of effective marketing is buyer behavior. The current empirical study investigated customer preferences for purchasing MS and HSD in a sample of public and private sector oil businesses in Telangana. Data were gathered using the convenience sampling technique with 900 respondents, and data were analyzed using percentages, ANOVA, and the independent sample t-test. According to the findings, 40.4 percent of respondents were between the ages of 26 to 33. 25.2 percent were between the ages of 34 to 41, 22.3 percent were between the ages of 42 to 50, 8.4 percent were between the ages of 18 to 25, and 3.6 percent were 51 to older. 72.7 percent of those polled were men, while 27.3 percent were women, with 25.8

holding a bachelor's degree or less. After that, 25.8 percent have a Bachelor's degree, 18.7 percent have a Postgraduate degree, 16.7 percent are illiterate, and 13.1 percent have a postgraduate degree or more significant than a Bachelor's degree. 62.3 percent were employed in the private sector. Following that, 22% were government workers, 11.2 percent were company owners, 2.6 percent were others, and 1.9 percent were housewives. 42.7 percent earn between 35,001 and 45,000 rupees per month. Following that, 28.2 percent earn up to 35,000 rupees per month, 19.1 percent earn 45,001-50,000 rupees per month, 6.6 percent earn more than 60,001 rupees per month, and 3.4 earn 51,000-60,000 rupees per month. ANOVA findings show that information has a substantial impact on customer purchasing preferences for MS and HSD in certain public and private sector oil companies; selected factors had a significant impact on the consumer satisfaction. Similarly, an independent t-test revealed a substantial mean difference in consumer purchase preferences and their satisfaction across select public and private oil companies for purchasing MS and HSD in select public and private oil companies.

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