



A STUDY ON CONSUMER BEHAVIOUR TOWARDS RETAIL PETROLEUM OUTLETS IN TIRUPUR CITY

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ABSTRACT

The development of shop in gasoline station has seen a dramatic change where all players have now moved towards a uniform image to reflect their seriousness in expanding their retails business aside from distribution of petroleum products. Convenience sampling method was wont to select the sample size of 110 in Tirupur city. The results show that the majority of the respondents are using two wheeler, most of the respondents are filling petrol in their vehicles, frequency of filling fuel is once during a week for fewer than Rs.1,000. The respondents give importance for atmospheric pressure checking and are using this service regularly in petrol outlets.

KEYWORDS: Consumer Behaviour, Retail Petrol Outlet, Gas Market.

1. INTRODUCTION

Leading Oil companies namely Oil and 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 need large scale of their production and distribution networks to scale back costs and enhance profitability. Petrol stations lately have began to provide allied services for facilitating their consumers.

2. STATEMENT OF THE PROBLEM

The researcher felt a need to identify the services important by considered the consumer. The researcher in this content wanted to analyze the consumers behaviour and loyalty towards petrol retail outlets and the importance given to various services used by the consumers in petrol retail outlets.

3. OBJECTIVES OF THE STUDY

- To study the various expectations of the consumers with respect to fuel station.
- To study the factors influencing major role in fuel consumption.

4. RESEARCH METHODOLOGY

The research methodology is systematically used to solve the research problems. The study was conducted in and around Tirupur city and hence, the sample for the study was selected among the two wheelers and four wheelers in Tirupur.

• Primary data

In primary data collection data has been collected by using method of questionnaires.

• Secondary data

The secondary data was collected by various possible records like books, magazines.

• Sample techniques

Convenience sampling method is adopted.

• Sample size

Sample size is taken from 110 customers

STATISTICAL TOOLS

1. Simple percentage analysis
2. Weighted average
3. Ranking scale analysis

REVIEW OF LITERATURE

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,

Anthony Gichuki Wambugu (2009), Overall aim of this study is to provide the clear cut view of the service quality, the customer utilization of service capacity becomes a management challenge

G. Velammal Selvi (2015), These study analysed the image of petrol bunk 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.

**5. TABLE
SIMPLE PERCENTAGE ANALYSIS**

Table Showing the Brand Preference of the Respondents

S.No	Brand Preference	No. of Respondents	Percentage
1.	BPCL	33	30%
2.	HPCL	33	30%
3.	ICOL	30	27.3%
4.	Others	14	12.7
	TOTAL	110	100%

INTERPRETATION

The above table shows that 30% (33) respondents have chosen BPCL, 30% (33) respondents have

chosen HPCL, 27.3% (30) respondents have chosen IOCL,

WEIGHTED AVERAGE

Table Shows The Important Attributes Of Infrastructure In Petrol Bunks

S.No	Attributes	Very High	High	Neutral	Low	Very Low	Total	F-Rate
1.	Paved driveway	33	24	27	25	1	393	3.93
2.	Number of pumps	13	47	41	8	1	393	3.93
3.	Space/Area	20	37	43	9	1	396	3.96

INTERPRETATION

The table shows the space/area has (3.96) considered most important attribute of infrastructure in a petrol

bunk, the paved driveway and number of pumps in the petrol bunk has (3.93) has considered second.

Table Shows the Necessary of the Non-Fuel Outlets

S.No	Non-Fuel Outlets	Very High	High	Neutral	Low	Very Low	Total	F-Rate
1.	ATM	34	26	28	22	0	401	4.06
2.	Convenience stores	11	54	40	5	0	406	4.01
3.	Eateries	16	32	46	13	3	375	3.75



INTERPRETATION

The above table shows the (4.06) ATM has considered most important nonfuel outlet, (4.01) convenience stores has considered second most non-fuel outlet, (3.75)

6. FINDINGS

- Majority 30% (33) respondents have chosen both BPCL and also HPCL.
- Majority of the respondents has given more importance to space/area.
- Majority of the respondents has given more important to the ATM

7. SUGGESTIONS

- Distribution of petrol bunks is a important consideration. Most of the commercial areas are saturated with fuel stations.
- The company shall ensure regular care of the paved driveways by underrated funding and support.
- Presence of forecourt supervisors for most of the business hours, dealers shall be advised to be present at the petrol bunks at least during the peak hours.
- Operational research techniques such as optimization, time and motion study

8. CONCLUSION

The survey showed that the primary consideration was quality and quantity of the fuel. They developed an image of a petrol bunk by considering their service, mileage etc.

REFERENCE

BOOKS

1. *Research Methodology: Methods and techniques (2019)-Kothari C.R., and Gaurav Garg*
2. *Research Methodology (2018) – Saravanan*