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A STUDY ON CUSTOMER SATISFACTION OF PETROL BUNK IN MANNARGUDI TOWN

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ABSTRACT

Satisfaction is often a subjective phenomenon and depends on customer's state of mind both at the time of purchase and more importantly at the time of consumption. Those who are highly satisfied are much less ready to switch. In fact, emphasis has shifted from mere satisfaction to delight of customers. Petrol bunks are the centers catering the fuel need of the people in the particular area. There are a number of petrol bunks located and established by various petroleum production corporations. The researcher frames the objectives on 1) To measure the customer service in petrol bunks and satisfaction level of consumers. 2) To suggest measures for extending the customer service and to give appropriate suggestion to improve 60% of the respondents stated that sometimes they are greeted. 88% of the respondents answered that they get back the balance amount always. 90% of the respondents informed that salesmen were wearing uniform always. 62% of the respondents remarked that the attention of the salesmen was good. 76% of the respondents answered that they always get the required products. 80% of the respondents are always satisfied with the quality of products. 88% of the respondents reported that air point is working conditions. 50% of the respondents are aware of the information about other facilities offered by the petrol bunks. Though the services rendered by sample petrol bunks are good there is in need to improve the availability of information, pleasant send off, attendant availability at air point, greeting by salesmen and proper uniform of salesmen. As far as Petroleum products are concerned the customers are satisfied with quality and quantity and its availability. However, there is scope for further improvement of product also. So conclude that Most of the vehicles attended by sample petrol bunks in Mannargudi town are two wheelers. Again two wheelers talk more about the product, services and layout.

KEYWORDS

Mannargudi town, customer satisfaction, petrol bunk.

INTRODUCTION

Petrol bunks are no longer fuel dispensing outlets. Sporting all new look, retailer friendly approach, they now outsmart the best of the retail chains in the country offering laundry, courier, photo, medicines, flowers, fresh fruits, insurance, fast food, ticket booking service, telephone & net surfing facility, letter box, convenient banking service, pollution checking points and what have you reach out Hyderabad.com examines the changing face of all new look, customer friendly modern gas filling stations.

Time was when petrol served little purpose other than dispensing fuel. They are now stopped being merely just that some time ago.

Times have changed. They have also changed along with time. And are still changing. Gone are the days of old and not so impressive gas stations. The all-new look petrol bunks are in things now. Most of 185 odd retail outlets in twin cities have received lavish face-lift. The same old bunks now look more spacious, have a brighter look. In fact, they have even become an accepted feature of cityscape. The retail friendly bunks are on the increase not only in the city but all over the country. The demand for shelf space in these fuel fillings stations is also on the increase.

And now lot of these retail petrol outlets provide convenience shopping and other services which are not heart before. They don't stop at conventional things. They added whole variety of stores and services. The range of services offered at these outlets is mind boggling. It is beyond bright illumination and provision of modernized dispensing units. There is much more in store for the consumers. A range of value – added services have been introduced, all beneath one roof.

Computer have added to the new look of the petrol bunks. Gone are the days where a person had to file the daily transactions, check the cash, tally the accounts and then close the petrol bunks at the stroke of midnight to leave home with the thought of next day's dreaded morning. A drastic change which has taken the city by storm is the petrol machines that have invoked a new look with computers invading this area also. Now one can get print out of the bill for the said amount and the quantity mentioned in liters.

CUSTOMER SATISFACTION

In marketing, customer is very often referred to as a "King; customer are value maximizes. Customer satisfaction is defined by Webster's dictionary as - "FULFILLMENT OF A NEED OR WANT". Satisfaction is a person's feelings of pleasure or disappointment, resulting from comparison of a product's perceived and actual performance in relation to his or her expectations. So, customer's satisfaction is a function of the product's perceived performance and the customer's expectation.

Satisfaction is often a subjective phenomenon and depends on customer's state of mind both at the time of purchase and more importantly at the time of consumption. It is important because in a large number of cases, some degree of past purchase dissonance is evident among customers. Many companies are aiming at high satisfaction because customers who are just satisfied find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. In fact, emphasis has shifted from mere satisfaction to delight of customers. High satisfaction or delight creates an emotional affinity with the brand and the supplier, not just a rational preference. The result is high customer loyalty.

STATEMENT OF THE PROBLEM

Petrol bunks are the centers catering the fuel need of the people in the particular area. There are a number of petrol bunks located and established by various petroleum production corporations. The petroleum corporation has made mandatory a certain factor for generating customer satisfaction at the point of petrol bunks.

REVIEW OF LITERATURE

Vasuki.A has studied customers attitude towards primary agricultural co-operative bank limited. She has analysed customers attitude and factors influencing the customer attitude and also problems faced by customers.

Siva.D (2011) has studied customer services rendered by the Indian Oil Corporations Limited to its Indane customers. He has examined the customers services and analysed the problems of Indane customers and steps taken with regard to solving the grievances of its customers.

Malathi.K (2012) has studied customers service in banks. She has analysed the various services enjoyed by the customer and to improve the customer services in banks.

Navaneethakrishnan.V(2013) has studied in consumer satisfaction in Madurai electricity department. He has assessed the consumer satisfaction level in Madurai corporation electricity undertaken area.

Shanthi.V (2014) has studied on consumer grievance redressal with special reference to telephones and banks. She has analysed the concept of consumers' grievance redressal.

Rajendran.K (2015) has studied of customer services rendered by the commercial banks in Chennai city with special reference to State Bank of India. He has analysed the banking services and the extent to which they satisfy demands of the customers.

OBJECTIVES

1. To measure the customer service in petrol bunk and satisfaction level of consumers.
2. To suggest measures for extending the customer service and to give appropriate suggestion to improve the quality.
3. To determine the consumer attitude and satisfaction in buying the Oil

RESEARCH METHODOLOGY

Methodology is a comprehensive term, which includes various methods, and procedures, the random sampling methods are used for research analysis. It is way to solve the research problems systematically. This study attempts to find the public eagerness and customer satisfaction towards petrol bunk in Mannargudi town.

DATA COLLECTION METHOD

PRIMARY DATA

Primary data can be collected to means a questionnaire and observation. Here questionnaire method of data collection has been used. The questionnaire method basically helps to use tool for data collection.

SECONDARY DATA

Secondary data gather from regular clients (customers) in petrol bunks in Mannargudi town.

PROFILE OF THE COMPANY

The oil industry is passing through one of the most tumultuous times. Crude oil prices have increased from a level of US \$ 11 per barrel during March 1999 to a ten years high of US \$ 37 per barrel in early September 2000. Recently the prices have fallen to US \$ 60 per barrel. However, as global oil stocks are low, there is a general expectation that crude prices will remain relatively high in the near future.

The Ministry of Petroleum and Natural Gas is entrusted with the responsibility of exploration and production of oil and natural gas, their refining, distribution and marketing, import & export and conservation of petroleum products.

The marketing of petroleum products in India is handled by four Public Sector Oil Companies.

- ❖ Indian Oil Corporation Limited
- ❖ Bharat Petroleum Corporation Limited
- ❖ Hindustan Petroleum Corporation Limited
- ❖ Indo Burma Petroleum Company Limited

The anticipated rapid increase in demand for hydrocarbons in India has aroused the interest of multinational companies and other private players.

The researcher collected the information from the sample respondents and analyse as follows:

TABLE 1: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.No	Educational Qualification	No. of Respondents	Percentage
1	S.S.L.C	30	30
2	H.Sc	20	20
3	Diploma	24	24
4	Degree	26	26
	Total	100	100

Source: Primary data

Inference

The table 1 shows that 30% of the respondents are S.S.L.C, 26% of the respondents are Degree holders, 24% of the respondents are Diploma and 20% of the respondents are H.Sc.

CHART 1: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

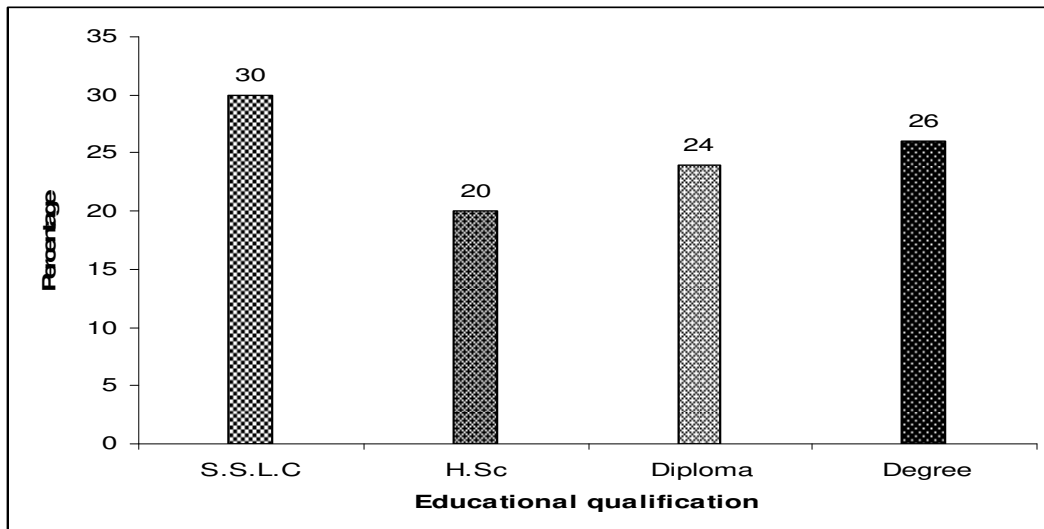


TABLE 2: FILLING OF FUELS FROM THE BUNK (Quantity)

S.No	Quantity	No. of Respondents	Percentage
1	1 to 3 liters	64	64
2	3 to 5 liters	16	16
3	Above 5 liters	20	20
	Total	100	100

Source: Primary data

Inference

From the above table shows customer filling pattern in the retail outlet. 64% of the respondents fill 1-3 liters, 20% of the respondents fill more than 5 litres at a time. 16% of the respondents fill 3-5 litters.

CHART 2: FILLING OF FUELS FROM THE BUNK (Quantity)

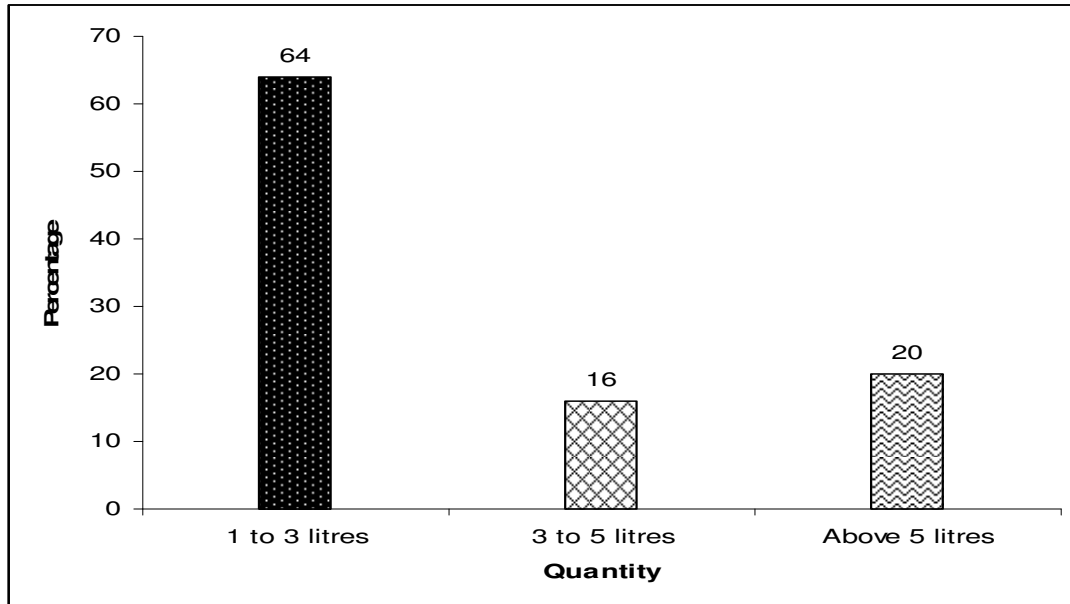


TABLE 3: SALESMEN ATTENTION TO THE CUSTOMERS

S.No	Salesmen attention	No. of respondents	Percentage
1	Excellent	24	24
2	Good	62	62
3	Average	12	12
4	Poor	02	02
	Total	100	100

Source: Primary data

Inference

62% of the respondents remarked that the attention of the salesmen good. 24% of the respondents disclosed that the attention paid by the salesmen were excellent, 12% of the respondents said that the attention of salesmen was average and only 2% of the respondents said, it was poor.

CHART 3: SALESMEN ATTENTION TO THE CUSTOMERS

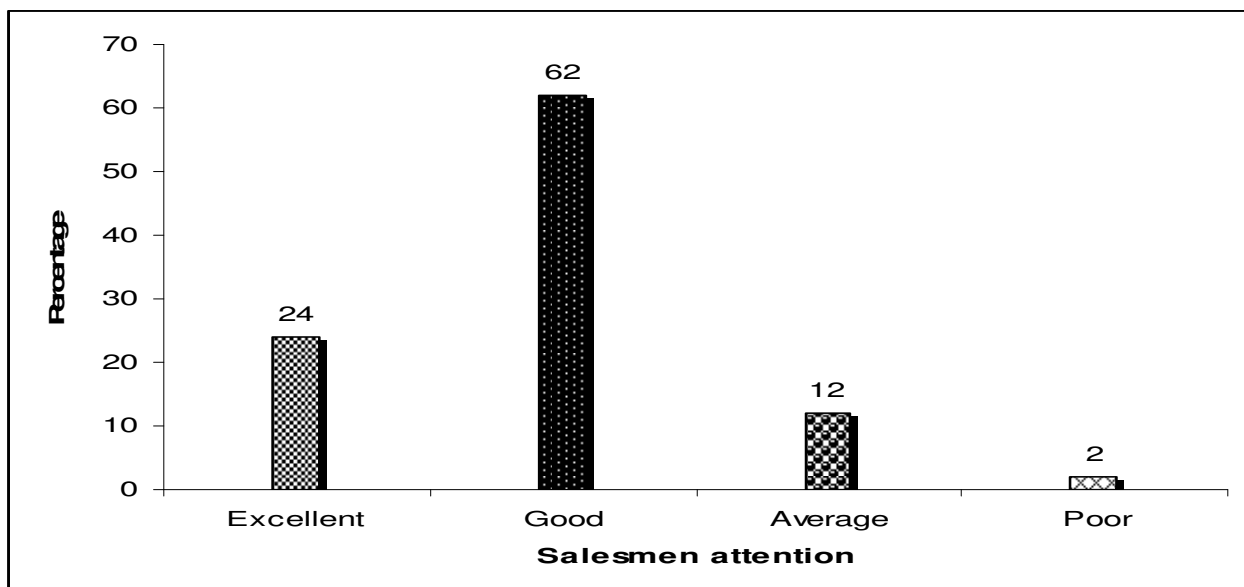


TABLE 4: SATISFACTION OF QUANTITY

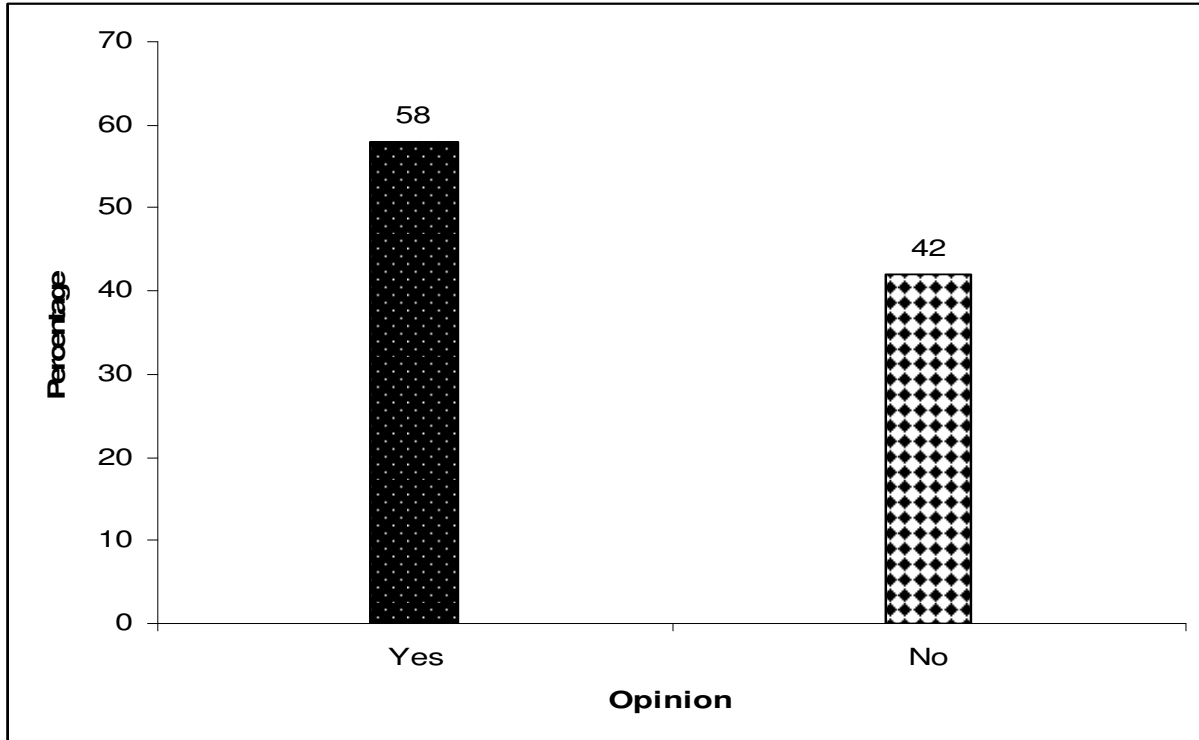
S.No	Opinion	No. of Respondents	Percentage
1	Yes	58	58
2	No	42	42
	Total	100	100

Source: Primary data

Inference

Table 4 shows that 58% of the respondents are satisfied with Quantity of the fuel supplied at the bunk and 42% of the respondents are dissatisfied with the quantity of the fuel supplied.

CHART 4: SATISFACTION OF QUANTITY



The analysis of the previous data's has revealed the following findings, and conclusion and suggestion.

FINDINGS

- ❖ Majority 30% of the respondents are qualified on S.S.L.C
- ❖ 64% of the respondents fill 1 to 3 liters of petrol.
- ❖ 62% of the respondents remarked that the attention of the salesmen was good.
- ❖ 58% of the respondents pointed out that the quality and quantity was the reason for filling petrol in a particular petrol bunk

SUGGESTIONS

The score position of sample petrol bunks in relation to the facilities offered to the customers shows that it requires improvement. Among the various facilities the immediate improvement to be made in facilities like checking of quality and quantity test, filter paper test, free radiator water, zero reading point, checking five liter measurement and air point availability. The next area which requires improvement is the layout of the petrol bunks. The petrol bunks should improve volume of illumination, maintain clean, neat and dust free place and also smooth, safe and convenient drive. Though the services rendered by sample petrol bunks are good there is in need to improve the availability of information, pleasant send off, attendant availability at air point, greeting by salesmen and proper uniform of salesmen. As far as Petroleum products are concerned the customers are satisfied with quality and quantity and its availability. However, there is scope for further improvement of product also.

CONCLUSION

Four dimensions of the customer services has been examined in this research study. Among the four, product is satisfactory, services are considered satisfactory by the sample respondents, facilities offered by sample petrol bunks have least importance. Most of the vehicles attended by sample petrol bunks in Mannargudi town are two wheelers. Again two wheelers talk more about the product, services and layout. The petrol bunks not only supply that fuel requirements but also have medical shops, coffee bars, rest rooms to drivers and conductors. Pizza corners, Tiffin centers etc. From this study report customer satisfaction of petrol bunks help the researcher to know the satisfaction level of customer in petrol bunks. People will be purchasing petrol at any cost. It is a necessary one for every people to move from one place to another place even though the price level is increasing day-to-day the buying nature is not reduced and customer satisfaction is achieved by every petrol bunks.

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With sincere regards

Thanking you profoundly

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