

**Study of Topic: A Study of Consumer Attitudes & Behavioural Intentions
for purchase of Motor Spirit (Petrol) & High-Speed Diesel (HSD) at Retail**

Outlets

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Research Guide



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Contents	
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA.....	1
FACULTY OF MANAGEMENT STUDIES	1
Chapter 1: Introduction	3
Chapter 2: Background and Rationale	15
Chapter 3: Literature Review	21
Chapter 4: Research Methodology.....	49
Chapter 5: Expected Outcomes.....	55
Reference.....	62

Chapter 1: Introduction

The Indian fuel retail industry has noted a significant transformation in the past decades, driving the shifts in the consumer behaviour, their attitude and intentions, while they purchase the Motor Spirit or while purchasing High-Speed Diesel. The fuel and oil industry, has played a significant role in meeting the needs of consumer energies in millions of consumers across India. The Vadodara city of India located in the heart of Gujarat, is a vibrant city with an economic active urban location around. The city is observing a significant increase in its population and the thriving industrial growth, the demand of the fuel of Vadodara city is substantial and growing. Many oil companies from oil industry is a fortune global company list of top 500 companies, operating its network of retail outlets in Vadodara, which as a source is serving as a critical fuel source for the residents and business across the country.

Consumer attitude and the behavioural intentions towards the fuel purchases are shaping on the factorial multitudes which is shaping on the economic considerations and also planning on the environmental issues that prevail and the brand loyalty as framed (Davis, et al., 2019). As Vadodara is continuing its journey of evolution as an economic hub, analysis of the preferences to grow and intentions of the consumers about the fuel choices that they have with the retail outlets turning out as imperative position and an endeavour.

The study will focus on the ways as it is essential in understanding the broader perspective of the fuel retail industry in India. Amongst the global economies, India is the fastest growing economy, which is rapidly evolving from the expansion of the middle class and an increased need for personal transportation and commercial energy resources. This is revolving the demand of Motor Spirit and High-Speed Diesel, and is on the consistent rising demands (Demirer, et al., 2020). Oil companies are both privately owned and state-owned business, which is holding on the dominant positions in the Indian fuel market and playing a

pivotal role in ensuring that the country has an ample flow of energy and India is a resource-sufficient and secured economy.

Vadodara has a diverse demographic composition which is rapidly growing as an economic giant, offering an intriguing consumer attitude and behaviour and with the fuel purchases, the city is on its journey of expansion and modernization, there is the area of assessing the changing influences over the preferences and the buying decisions of customers.

Fuel consumption is not merely a transaction, instead it is the reflection of the personal values and the consumer perception. This encapsulates the position of affordability, environmental responsibility, and with the consumer convenience (Demirer, et al., 2020). The focus is to delve into the central aspect with the broader role of it in consumer behaviour and processes in the fuel retail industry.

The study is embarking on the journey to decode the intricate consumer attitude and with the behavioural intentions about the fuel retail giant in Vadodara. By working on it, these will be seeking contribution into deeper understanding of the evolutionary dynamics within the fuel industry, as these forces are driving into the consumer choices, and in the pathways towards leading the more sustainable and to be in the journey of consumer-centric energy and the growing future (Davis, et al., 2019).

1.1 Overview of Energy and Oil scenario

1.1.1 Global oil scenario

The past several years have seen a seismic upheaval in the world's energy environment, which has been influenced by numerous factors. Accelerating the switch to renewable energy sources is the most notable of these. Global economic expansion and geopolitical dynamics have historically been largely influenced by the world's reliance on oil. Oil, also known as "black gold," is used to power many different industries and sectors, including transportation, industry, agriculture,

and others. The production, consumption, technological improvements, and environmental concerns all have an impact on how the world's oil market is shaped, though.

In the current global energy situation, oil production is a key factor. Pre- and post-Covid eras saw a number of major players dominate the oil production sector, including Saudi Arabia and other Middle Eastern nations, the United States, Russia, and China. The production of crude oil in the world was mostly the responsibility of these countries (Purohit and Jain, 2022). Oil pricing and production were heavily regulated by OPEC (Organisation of the Petroleum Exporting Countries).

OPEC countries still produce the majority of the world's oil, but the landscape of oil production has seen numerous changes as a result of geopolitical events, technological improvements, and evolving market dynamics. For example, the increase in shale oil production in the United States has had a significant effect on the world's oil markets. Moreover, concerns over climate change and the push for renewable energy sources have prompted some nations to reevaluate their reliance on fossil fuels (Purohit and Jain, 2022). The Russia & Ukraine crisis has deeply impacted the European and subsequent Global market. Oil use and industrial, transportation, and economic activity are all tightly related. Due to their rapid industrialization and expansion of their transportation infrastructure, developing countries in particular have experienced a boom in oil demand. There has been a global shift towards cleaner and more sustainable energy sources, however, as a result of environmental concerns and the need to reduce greenhouse gas emissions. The promotion of electric vehicles (EVs), the creation of effective public transport networks, and the adoption of stricter fuel efficiency regulations for cars have all been done in an effort to limit the amount of oil that is consumed (Purohit and Jain, 2022). Both now and in the future, these activities will probably have an impact on how much oil is consumed.

The global oil landscape is changing as a result of growing environmental concerns. Climate change and greenhouse gas emissions are largely caused by the burning of fossil fuels, notably oil. As a result, many nations have vowed to cut their carbon emissions and switch to renewable energy sources. The Paris Agreement was a historic international agreement that was adopted in 2015 with the goal of keeping global warming far below 2 degrees Celsius above pre-industrial levels.

1.1.2 India's Oil Scenario

India, is one amongst the largest and the most-growing economy in the world, as it is undergoing on the significant journey to grow and transform in the energy segment. With the burgeoning population, the rapid position of urbanization, increased industrialization, the energy demand in India on upward trajectory (Rawat, et al., 2021).

The oil consumption in India is showing a steady rise due to increased population, urbanization, and with the increased industrialization trends. India was one amongst the world's largest oily consumer, that has a significant proportion in being in the multiple forms of petroleum products. the crude oil requirements in India are met highly by the imports and majority of it comes from the Middle east. India possesses a robust refining industry segment which has multiple refineries spread across India. Some of the refineries in India are owned by public companies as Indian Oil Corporation Limited (IOCL), and Hindustan Petroleum Limited (HPL), and by private companies Nayara Limited, and Reliance BP Limited, and Shell India Limited any many more. These demands are not merely catered on the domestic demands but also the exports.

Indian Energy outlook is working towards to combat with air pollution and improving the quality of air, as India transitioned on the Bharat Stage VI emission standards for the fuels in transportation. This shift has focused on aligning with

environmentally friendly and cleaner fuels (Rawat, et al., 2021). India from the past few years is working towards the promotion of more sustainable a cleaner energy sources, with the integration of renewable energies also. The ambition of the Indian energy outlook is on to work towards clean and sustainable energy options.

The future of the Indian oil industry is expected to be reframed with the multiple factors with the sense of sustainability within, adopting clean fuels with embrace technologies, and the evolutionary global landscape of energy. India is on its path to explore chances to grow and diversify with efficiency and reduce the emission.

1.2 Demand for HSD

High-Speed Diesel, usually known with the name Diesel, is one of the crucial energy resource fuels used in the industrial and transportation segment. This is used in powering the heavy machineries, trucks and ships. Even when the world is switching towards the cleaner and sustainable options of energies, Diesel is still standing on its position as an indispensable source of fuels due it its high reliability, and the increased energy density with high use and applicability (Zahra'a and Motlak, 2021). The global and Indian demands for HSD are highly influenced with the underlying economic activities and the needs that are arising in the society. the policies have the aim of reducing the emissions, improvement towards the working and high-end fuel efficiency that will lay a direct impact on the HSD. The Oil companies across the globe are consistently working towards improving the stringent norms of emissions, and working all round the clock to offer the society with the clearer and greener fuels to be applied in use to grow and be economically and sustainably viable (Yadav, and MULUKUTLA, 2021).

1.3 Demand for MS

Motor Spirit usually known as Petrol, is one of the most commonly used fuel which has a predominant share in the industrial and transportation segment. Even

with the continuous increase in the EVs and the alternative fuels options, petrol continues its journey as a primary energy source for the combustion engine of the vehicles (Zahra'a and Motlak, 2021). The demand of this goes simultaneous with the preferences that consumers have and the vehicles running around. The government is encouraging on the cleaner sources of energy and transportation, the long-term demands and the levels might get altered for Motor Spirit.

In India, even in the present day with many alternative solutions, increased industrialization and the dynamics, the fossil fuels demand specially for HSD and MS still stand at a stagnant position. To balance its expanding energy needs with the need to lessen its carbon impact, India, like many other countries, must deal with growing environmental concerns. The need to develop cleaner, more sustainable energy sources is growing as well, despite the steady increase in demand for HSD and MS (Xu, et al., 2022). It goes without saying that evolving government policies, technical developments, and global energy trends will continue to transform the Indian oil landscape and present a new challenge for the nation's oil marketing. In the upcoming years, demand for HSD and MS will undoubtedly be impacted by the Indian government's new "SATAT"—Sustainable Alternative To Affordable Transportation—initiative.

1.4 Challenges of HSD

The most common challenges aligned with the High-Speed Diesel is about the increased environmental concerns, as the emission of high-end harmful gases from the HSD is making the adverse impact on the environment. Around the globe, the authorities and government are working towards to reduce the emission and need for cleaner technologies for Diesel. As many developing nations are operating on the reliance of Oil industry, making them highly vulnerable with the high-end fluctuations affecting both economically and environmentally in adverse ways (Stark and Matuana, 2021). The traditional fuels might at some position be an adverse impact on the energies and development.

1.5 Challenges of MS

Motor Spirit or Petrol is a prominently used fuel in the economies and also a major contributor towards the air pollution and greenhouse gases emissions which is making the international combustions and high-scale emission. EVs are highly promoted in the countries across the world. Even the prices of the MS are leading to the market fluctuations, the geopolitical every and disrupting the supplies (Rizwan and Karthikeyan, 2023). This volatility is affecting on the economic stability and also the budgets of the consumers and their purchasing parity.

1.6 Future Prospects of High-Speed Diesel

The world is switching towards the cleaner and sustainable energy options that is reducing the overall Diesel requirements and affecting its long-term presence. Diesel engine technology is always improving, which has produced cleaner and more effective diesel engines. SCR systems and diesel particulate filters (DPF) are two examples of technologies that have drastically decreased emissions while enhancing fuel efficiency. The continued usage of HSD in many applications may be supported by the fact that contemporary diesel engines are more ecologically friendly than their predecessors. Security of energy supply is a top concern for some countries. In case of emergencies, such as blackouts or natural disasters, diesel fuel is frequently kept on hand (Rizvi, et al., 2022). It provides dependable power generation as a backup. HSD will contribute to strategic fuel reserves as long as worries about energy security exist.

Particularly in the field of commercial vehicles, hybrid technologies that mix electric and diesel power are gaining popularity. In some situations, HSD can become more ecologically friendly with the help of these hybrid systems, which can increase fuel efficiency and cut emissions.

High-Speed Diesel (HSD) has a changing future as cleaner alternatives, technical breakthroughs, and environmental concerns gain more importance (Rawat, et al., 2021). HSD is anticipated to continue to be a vital energy source in industries where its qualities, such as high energy density and dependability, are highly sought, despite issues linked to emissions and competition from cleaner alternatives.

1.7 Future Prospects of Motor Spirit

The fuel efficiency and emissions of hybrid vehicles, which combine internal combustion engines with electric propulsion, are enhanced. These vehicles are becoming more and more popular as a stepping stone towards complete electrification. Modern petrol formulations with fewer hazardous emissions are still being researched. Aiming to lessen air pollution and environmental effect, these "cleaner" petrol types. Technologies for capturing carbon emissions and storing them could help to lessen the carbon footprint of petrol. Fuel combustion has an adverse effect on the environment, but it can be lessened by capturing CO₂ emissions at the source and storing them underground (Purohit and Jain, 2021). Although electric cars are the most popular alternative to gasoline-powered vehicles, hydrogen fuel cell automobiles and synthetic fuels made from renewable sources are being investigated as potential long-term answers (Patel, et al., 2020).

1.8 Consumer Attitude and Behavioural intention

Consumer attitude and behaviour intentions play a vital role in framing the purchasing decisions and the purchasing parity of the customer in perspective with the HSD and MS. In the subject of marketing and consumer behaviour, consumer behavioural intents and attitudes are key ideas. Understanding consumers' thoughts, feelings, and behaviours is crucial for developing a successful marketing plan because it fosters long-lasting relationships with

customers. Consumer attitude can be referred to as a psychological construct which is representing on the overall analysis or the consumer favourable or unfavourable opinion towards anything, any brand or towards any services. Attitude is serving as a vital determinant is consumer preferences, intention and their behaviour. Behavioural intention is the intention of the person towards and the ways in which they can impact on the future perceptions and purchasing parity (Purohit and Jain, 2021).

1.9 Theories

The consumer attitude theory and the behavioural intention theories are fundamental concept which are helpful in studying and analysing the individual decision and the perception that they have towards any product or services. The theories linked with this includes the following as:

1. Theory of Planned Behaviour (TPB): TPB is developed by the Icek Ajzen, in which the theory posits about the intention of purchases and the behaviour, the key driving factors of this theory includes the attitude, the subjective norms, and the perceived controls of behaviour (Ngechu, et al., 2022). Attitude of a person reflected on the negative or a positive evaluation of behaviour with the purchasing towards HSD and MS. TPB is the theory which is analysing that the how consumer with their attitude, controls and norms can influence on the intentions that they have.
2. Theory of Reasoned Cation (TRA)- This is a theory crafted by Fishbein and Ajzen which is focusing on the norms and the role of attitude to drive the behaviour and its intentions. This possesses on the emphasis towards the consumer form attitude on the basis of the beliefs and the actions with the evaluation of consequences (Narayana and Sahu, 2020). These are drafting the TRA is with the impact of the intention to purchase MS or HSD.

1.10 Definitions

Consumer Attitude: It is referred to as the overall evaluation or feeling perception towards any brand, product or any services. This is encompassing on the cognitive and effective ways. With perspective to the study, it is linked with how the consumers in Vadodara are perceiving towards HSD and MS purchases and the emotional connect with the product.

Behavioural Intention: This concept is representing in the plan of the individuals and the readiness of theirs to get engaged with the specific behaviour. This is the prior form with the actual behaviour and can be influencing on the attitude, norms and on the controls. This in the study is linked with the inclination of consumers with the purchasing parity of MS or HSD in Vadodara.

1.11 Consumer attitude formation

Consumer attitude is formed with a complex process as it is a factor which is influenced and driven by multiple factors, both internally and externally. The factors contributing towards the attitude formation includes the following as:

Personal experiences: The previous experiences of consumer with ICOL while purchasing MS and HSD, including the quality of the product, outlet services, pricing strategies play a significant role in framing the consumer perception and influence their attitude (Olujobi, 2021). Positive ones are helpful in leading on the favourable attitudes and vice a versa.

Social influence: The attitude that the family, friends and other peers have is also framing on the attitude of a person.

Marketing Strategies: The marketing efforts of oil industries efforts is on advertising on the campaigns and the promotional activities are playing a crucial role to influence the consumer attitude and opinions. Effective leaderships are helpful in creating positive reputation for the brand, and its products.

Environmental Awareness: With the increased concerns towards for the environmental issues, the consumers are more specific in developing on the attitude which perceive with the environment. The markets fuels as eco-friendly might garner on favourable attitude from the conscious consumers.

Economic Consideration: The prices of MS and HSD might shape on the attitude of the consumers (Moro, et al., 2023). Individuals might be developing on the favourable attitude towards the cost savings and the products.

1.12 Measuring attitudes

Communications channels like print, electronic, and social media play a game-changing role in forming, influencing, and changing attitudes in a dynamic environment, making them a key source of influence. The situation becomes even more complicated when you factor in the socio-demographic impact on the consumer. It is important to continuously and scientifically monitor and measure consumer attitudes as a result.

In order to evaluate the success of their marketing initiatives and monitor shifts in consumer sentiment, businesses must measure consumer attitudes. Surveys, questionnaires, observation, and sentiment analysis of online comments are a few of the frequently employed techniques. Depending on the goals of the study, who the target audience is, and the resources that are available, a measurement method is chosen. All consumer does not might have the consistent patterns in syncing with the attitude, but every consumer might be the own who are showing the affable attitude towards any product will be purchasing that. The inconsistency might prevail and thereby shall be managed.

1.13 Strategic influencing Consumer's buying decision

For the success of the retail outlets success in Vadodara, and stay at a competitive position, the consumer buyer decisions can be influenced and are paramount. The

strategic approaches are framing the consumer attitude and the behavioural intentions in favour of the purchasing of HSD and MS.

1. **Effective branding:** Building on the strong brand image and the fuel products will pose a positive position on the consumer attitude. Clear and consistency with branding with the communication can value the company with better quality and creating the favourable perception.
2. **Environmental responsibility:** Oil outlets to promote dedication and sustainability towards environment and offer the better options and their resonated work towards environment.
3. **Customer Experience:** A high-end and an exceptional customer service and a high positive influence can lead and contribute to a positive attitude. A well-maintained and a cleanliness at the outlets can also embrace the consumer satisfaction levels.
4. **Transparency:** This is offering on the transparent information about the quality of fuel. Pricing and the promotion building on the trust and fostering on a positive culture and attitude (Mishra, 2021). Consumer are more inclined in taking informed decisions when they are more informed and readily offered.
5. **Community Engagement:** Engaging with the local communities with the plans to outreach might help in strengthening the ties and positive impact.

The consumer attitude and the behavioural intentions that they have are the core concepts in the field of consumer behaviour, and marketing. This understanding will help to get more strategically into the consumer decision making for purchases and the businesses seeking to thrive on the competitive markets. This is also integrating on the attitude and driving consumer behaviour lead its way towards success and growth and favourable concept.

Chapter 2: Background and Rationale

2.1 Background

The retail fuel industry is defined by the product sales of Motor Spirit and High-Speed Diesel from the retail fuel outlets in the city, is framed and taken as a critical element for the global energy landscape. This is catering on the energy needs that vehicles and industries have, as to ensure a pivotal role in ensuring overall economic growth, and mobility. The study focus is on to get in-depth analysis for the consumer opinion, behaviour, and the perception that they have in the industry as it is necessary fir understanding both the policymakers. With the consistent growth of technology, every industry is working with the digital integration and the petroleum industry is no other than this. In the past few decades, with the growth and urbanization, the demand for oil and petroleum has increased drastically and thus the markets are highly commoditized.

The retail outlets in Vadodara are the targeted segment in perspective of which the consumer behaviour and intentions are studied to align with the purchase decisions for fuels. The entire study is about the consumer decisions, and their attitude with which they are effectively working in. By making the comprehensive examination with the attitude and insights and working with the Vadodara district and contributing towards the valuable insights and the focus of it.

The base of the research is created with employing on the consumer intentions, behaviour and purchasing decision making for MS and HSD with the intentions Consumers in Vadodara, Gujarat.

2.2 Rationale and Significance of the Study

The rationale and the significance of the study is aligned as:

1. Consumer centric approach is the primary focus which is necessary for the business in with the retail fuel outlets in adopting with the consumer-centric approach. This is working with the customer experiences and better preferences.
2. Market Competition is high and is highly competitive. The multiple providers are making it necessary for retail outlets in differentiating itself. All the focus and the consumer insights in on to lead with the competitive gains and helpful to meet the specific consumers in Vadodara.
3. Price Sensitivity as the fuel prices are subjected with the frequent fluctuations and working with the buying decisions that exists and working with the retail outlets in developing on the strategies to price and retain the customers.
4. Service quality is working with the staff politeness and with the ease of approach and to lead with the loyalty and the embraced customer satisfaction. The retail outlets is working with the improved customer experience.

The significance of the study is as follows:

1. Work with embracing the high-end customer satisfaction and building to embrace the customer loyalty. The satisfied customers are more likely to return with the retail outlets and the services.
2. The consumer insights are offered with fuel retail outlets to lead the competitive journey. This is to offer with better options and preferences to work with, and capturing on the larger market to penetrate its position.
3. Get in understanding with the price sensitivity and work with the aspects to lead with improvement and work with the designs. These are embracing to efficiency and customer-friendly operations.

4. Align with the preferences of the customers and with the cleaner fuels and work with the better campaigns to align with the preferences and the arising concerns that might prevail.

The study of the consumer attitude and the behavioural intentions in leading with the purchases of MS and HSD in the retail outlets in the Vadodara city of Gujarat is vital for empowering on the retails to meet the customer requirements with efficiency, staying at a competitive position, and contributing the sustainability and growth while ensuring with the customer satisfaction level and loyalty (Patel, et al., 2020).

2.3 Research Aim

The research aim is to comprehensively work on examining and analysing the consumer attitude and behavioural intentions concerned with the purchase of Motor Spirit, and High-Speed Diesel at the retail outlets operated in Vadodara, India. By comprehensive examining the attitude and the behavioural intention amongst the customer, contributing the valuable insights to operating region.

2.4 Research Objectives:

The major research objectives identified are as follows:

1. To assess on the consumer perception about the quality and quantity of the product at retail outlets in Vadodara, and understanding on how these perceptions might influence the consumer buying decision.
2. To investigate on the extent of price sensitivity about consumers when they purchase Motor Spirit, and High-Speed Diesel at retails and determining that how pricing strategies may impact consumer decision making and attitude.
3. To study the significance of the physical proximity and convenience as the key aspect to affect the choices of consumers when they select on the retail outlets while purchasing.

4. To assess the influence of the factors of impactful services, politeness of employees and the ease of approach on the customer satisfaction.

2.5 Research Questions

The research questions that are aligned with the study title for formulating the research and helpful in addressing on the study as given potential research questions as:

1. What are the primary factors that are influencing on the attitude of the customers towards quality and quantity of MS and HSD offered in Vadodara?
2. How has price sensitivity impact on the consumer behaviour intentions with the purchases of the MS and HSD, Vadodara?
3. What is the physical proximity and convenience as the key aspect to affect the choices of consumers when they select on the retail outlets while purchasing?
4. How has the influence of the factors of impactful services, politeness of employees and the ease of approach on the customer satisfaction?

Secondary questions:

1. Do different demographic groups (such as age, gender, and income) in Vadodara have varying consumer attitudes and behavioural intentions?
2. What part do environmental awareness and concern play in customers' preferences for MS and HSD at retail stores, and how does this affect their shopping behaviour?
3. How do Vadodara customers view the effects of various fuel sources on the environment, and how does this viewpoint affect their decision between MS and HSD?
4. What methods can be used to improve customer happiness and loyalty in Vadodara based on the attitudes and behavioural intents of the local population?

5. What are the findings of the study's potential policy and commercial ramifications and the larger Vadodara fuel retail industry?

2.6 Scope and Limitations

The study will be exploring on the Vadodara, Gujarat, Indian and the consumer behaviour in aligning with the specific city about the purchases of MS and HSD with the retail segment? The research is investigating on the consumer perception and the behaviour linked with quality, pricing and the quantity of the products, and the impact of it on the value-additions to align with the ease of approach. The research is conducted within the specific time frame and the findings gained will be reflecting on conditions, attitude and the behaviour of the consumers in Vadodara. The study can be expanded with other companies and retail outlets to embrace the research scope. The research focuses specifically on Vadodara District, Gujarat, as a representative region for studying consumer attitudes and behavioural intentions in the context of Motor Spirit (MS) and High-Speed Diesel (HSD) purchases at Oil Marketing Company (OMC) retail outlets. This scope allows for localized insights relevant to the region's demographic, economic, and cultural factors. The primary scope of the study is to capture the perspectives and preferences of consumers in Vadodara District. This includes understanding their attitudes, price sensitivity, brand perceptions, environmental concerns, and convenience factors related to fuel purchases. The research employs a mixed-methods approach, combining surveys and interviews, to provide a comprehensive view of consumer behaviour. This approach enhances the depth and richness of the findings. The study aims to provide actionable insights for OMCs operating in Vadodara District, Gujarat, with the potential to inform their marketing strategies, service enhancements, and sustainability initiatives. Additionally, it may have policy implications for local and regional governments. The research contributes to the academic understanding of consumer behaviour within the context of fuel purchasing, offering insights that may be relevant to similar regions and industries.

2.6.1 Limitations

The study findings cannot be generalized to the other cities and regions, because of the varying customer perception and behaviour. The sample size opted is limited and thus this is making on the influence on the characteristic if the size of sample varies. The consumer attitude and the behaviour can change with the shift from the consumer behaviour and change the perspective. The study is focusing on multiple factors which are influencing on the consumer behaviour thus there might be some of the unexplored factors that might influence the purchase decision. The external factors such as regulations and government policies are not fully addressed in the thesis. The study is representing as the snapshot to the customer behaviour and attitude to any specific point of time. This should consider the longitudinal studied that would need to be capturing on the changing situations in time. The practical challenges posses with the data collection and the survey rates and accessibility that might affect the dataset completeness.

Despite having multiple limitations, this study aims on offering a valuable insight for consumer attitude and behaviour and the purchases linked with MS and HSD in Vadodara, from outlets. The findings taken can be taken for informed decisions making with strategic improvement within the research scope to serve as the foundation of the future research area.

2.7 Research Methodology

The research methodology will integrate will combination of qualitative and quantitative research approach, including the survey analysis from a sample size of 100, interviews from 10 owners all will be done manually. A representative sample of consumers in Vadodara will be surveyed to gather valuable insights into their perception, preferences, and purchasing behaviour regarding Motor Spirit and HSD. Additionally, in-depth interviews will be conducted with select

respondents to delve deeper into their motivations and decision-making processes.

Chapter 3: Literature Review

The retail environment strongly affects consumer perception, which is a critical factor in determining purchasing decisions. It is crucial for marketers and retailers to comprehend how Vadodara consumers see the amount and quality of products offered in retail settings. In order to shed light on the variables influencing customer perceptions and their consequent impact on purchasing decisions in Vadodara, this literature review intends to delve into the body of existing research on this topic. Consumer perception describes how people evaluate facts about goods or services based on their personal experiences and background information. Knowing how consumers view product quality and quantity is important while discussing Vadodara's retail establishments.

A big part of determining consumer perception is the retail environment. Customers' perceptions of product quality and quantity can be influenced by elements including store design, organisation, cleanliness, and employee behaviour. Durability, dependability, performance, and features are just a few examples of the many different aspects of what makes a product high quality. Similar to consumers everywhere, consumers in Vadodara often mistakenly believe that higher costs equal higher quality. But individual experiences and prior purchases can also influence how well consumers perceive a product's quality.

As with packaging, portion sizes, and value for money, consumers evaluate product quantities. In markets with high price sensitivity, such as Vadodara often, quantity perceptions might have an impact on purchasing decisions.

Product quality and quantity perceptions are significantly influenced by price. Vadodara consumers, like those worldwide, frequently mistakenly believe that

more expensive goods are of superior quality. This view stems from the notion that more expensive goods must be produced to higher standards of quality and use better materials.

Cultural and geographical considerations also have an impact on consumer perception. Vadodara's distinctive cultural and socioeconomic standards have an impact on consumer choices and views because it is situated in the western state of Gujarat in India. Customers in Vadodara, for instance, might place a higher value on authenticity and handcrafted goods, which may affect how high-quality they perceive a product to be.

Word-of-mouth and internet reviews have a bigger influence on consumer impression in the current digital age. Like consumers elsewhere, consumers in Vadodara frequently use social media and online platforms to find out information on the quantity and quality of products. Reviews that are favourable might support favourable impressions and affect purchasing choices.

Retailers in Vadodara must comprehend how consumers their view goods quality and quantity. Retailers can favourably affect consumer impressions by increasing the shopping experience, delivering goods that fit customer tastes, and being open and honest about product features. Customer loyalty and satisfaction may consequently rise as a result of this.

A complicated and varied subject, consumer perception of product quality and quantity at Vadodara retail stores. Numerous variables, such as the shop setting, cost, cultural influences, and online reviews, have an impact on it. When it comes to influencing consumer purchasing behaviour, these perceptions are extremely important.

Vadodara retailers should pay particular attention to these elements and make investments in marketing plans that improve customer satisfaction, offer good value, and clearly convey product features. By doing this, businesses can

strengthen their position as a competitor in the market and positively affect consumer impressions.

3.1 Petroleum Retail Industry Overview

The petrol retail industry in India remains one of the vital elements in the foundation of the country's economy, filling in as an imperative connection between processing plants and the end buyers. It is a unique area portrayed by a different scope of players, each adding to the country's energy environment. Understanding the complexities of this industry is significant for probing purchaser perspectives and conducting goals concerning retail outlets.

At its centre, the oil retail industry makes refined oil-based goods, like motor spirit (MS) and High-speed diesel (HSD), accessible to customers. These items power the country's transportation and modern areas, making them crucial for financial development and day-to-day existence.

In India, this industry comprises both government-claimed and confidential players. Among the public authorities they have claimed Public Sector Undertaking (PSUs), three significant Oil Showcasing Organizations (OMCs) rule the market: Indian Oil Company Ltd (IOCL), Bharat Petroleum Ltd (BPCL), and Hindustan Petroleum Ltd (HPCL). These OMCs are known for their broad organization of retail outlets, sticking to rigid quality and well-being principles. They assume an essential part in guaranteeing that purchasers get great items that meet administrative details.

Confidential players, including Nayara Ltd (previously Essar Ltd), Dependence BP Ltd, and Shell India Ltd, have entered the Indian oil retail area, presenting rivalry and development. Their presence has prompted a more serious scene, offering shoppers a more extensive decision of retail outlets and administrations. This expansion of players adds to the intricacy of buyer dynamic cycles as they explore a scope of choices to meet their fuel needs.

The characterization of the petrol retail market in India can be extensively arranged into two areas: coordinated and disorderly. OMCs ordinarily work with coordinated retail outlets from oil companies. These outlets adhere to severe quality and security guidelines, guaranteeing buyers solid, top-notch items. They likewise put resources into the current foundation and administrations to upgrade the customer experience.

Conversely, the disorderly area includes more modest, autonomous fuel stations. These outlets might have a different degree of value control and framework than coordinated retailers. While they exist in critical numbers, they frequently face difficulties gathering administrative prerequisites, especially concerning natural and well-being principles.

The presence of coordinated and disorderly players in the petrol retail area highlights the significance of understanding how customers see and cooperate with various outlets. It additionally features the requirement for thorough quality norms to guarantee buyer security and fulfilment.

This outline gives an establishment to diving further into the exceptional parts of the petrol retail industry in India. It allows for investigating shopper mentalities and social expectations concerning retail outlets in Vadodara. In the ensuing areas, we will explore different elements that impact purchasers' decisions, including item quality, evaluating procedures, accommodation, and general retail insight, as well as how these variables connect with the goals of this review.

In the context of Indian fuel retail, Indian public-sector enterprises have long controlled the market. The entry of private players has altered this dynamic by making better customer service facilities available to end users. Private oil marketing companies are driving public marketing business to shift their focus from simply selling fuel to delighting clients through marketing and promotional activities. There is some misalignment between client preferences for retail mix

and those used by OMCs to sell their products and services. Petroleum firms are becoming more competitive, implementing a variety of plans to entice clients and meet their fuel usage requirements. Simultaneously, the government liberalised the policy, allowing private petroleum firms to open their own retail shops, increasing competition among service providers or businesses.

It has been discovered that four important influencing criteria influence customer selection of fuel retail locations in cosmopolitan and tier 2 cities: The basic product level (quality and quantity), the expected product level (allied services), the augmented product level (additional product qualities and benefits), and the possible product level (all augmentations and transformations) are all levels. Associated services such as air pressure checking, vehicle cleaning, and convenience stores are also popular among customers, and fuel retailers must strategize and provide these services in order to maintain their clients. Though consumers' primary concern is the quality and amount of gasoline, additional linked amenities such as air pressure checking, wind shield cleaning, mechanic facilities, and refreshment facilities are also important

3.2 Oil Marketing Companies

In the powerful scene of India's petrol retail industry, Oil Marketing Companies (OMCs) assume a focal and persuasive part. These organizations are answerable for circulating and showcasing oil-based commodities, guaranteeing that the country's energy prerequisites are met proficiently and really. Grasping OMCs' design, importance, and methodologies is fundamental while examining buyer mentalities and conduct expectations connected with retail outlets in Vadodara.

Government-Possessed OMCs:

The Indian petrol retail area is essentially partitioned into two classes: government-possessed and confidential players. Among the public authority-possessed PSUs, three significant OMCs stick out: Indian Oil Partnership Ltd

(IOCL), Bharat Oil Ltd (BPCL), and Hindustan Petrol Ltd (HPCL) (Beck, et al., 2020). These OMCs are frequently referred to as the 'Huge Three' in the business, and they all hold a significant piece of the pie.

1. Indian Oil Company Ltd (IOCL): IOCL is the biggest government-possessed OMC in India and has a critical presence in the petrol retail area. Laid out in 1964, IOCL has developed into a behemoth with a tremendous organization of retail outlets and a different scope of oil-based goods. The organization has reliably strived to satisfy the country's energy needs while sticking to thorough quality and security norms. IOCL's retail outlets are nationwide, caring for metropolitan and country buyers. This broad reach guarantees that IOCL items are open to a wide client base. The organization's obligation to quality and development has made it a confided-in name in the business.
2. Bharat Petrol Ltd (BPCL): BPCL is another conspicuous government-possessed OMC in India, with experiences tracing back to 1976. Like IOCL, BPCL works in many retail outlets and has severe strength areas in the oil retail market. The organization's devotion to giving top-notch items and administrations deserves a steadfast client base.
3. Hindustan Oil Ltd (HPCL): HPCL, laid out in 1974, is India's third significant government-claimed OMC. With an emphasis on quality and effectiveness, HPCL has become a central participant in the oil retail area. The organization's retail outlets are decisively situated to meet different buyer needs.

Private Players in the Oil Retail Industry:

The public authority possessed OMCs, and confidential players have entered the Indian petrol retail area, bringing rivalry and advancement. These privately owned businesses have differentiated the market, offering purchasers a more extensive cluster of decisions.

1. **Nayara Ltd (Previously Essar Ltd):** Nayara Ltd, previously known as Essar Ltd, is one of the conspicuous confidential players in the Indian petrol retail industry. The organization has put resources into the current framework and innovation to upgrade the purchaser experience at its retail outlets.
2. **Reliance BP Ltd:** Reliance BP Ltd is a joint endeavour between Reliance Industries Limited (RIL) and BP Plc. The organization has entered the oil retail area, emphasizing mechanical development and client-driven administration. Their presence has acquainted new elements with the business.
3. **Shell India Ltd:** Shell India Ltd, an auxiliary of Regal Dutch Shell, has gained notoriety for top-notch oil-based commodities and administrations. The organization's entrance into the Indian market has carried worldwide guidelines and practices to the retail area.

Meaning of OMCs in the Oil Retail Sector:

OMCs, both government-claimed and private, are critical to the working of the oil retail industry in India. They guarantee a predictable and dependable stockpile of oil-based goods to satisfy the country's energy needs. The meaning of OMCs reaches past appropriation; it envelops angles like item quality, estimating procedures, and buyer administrations.

Product Quality: OMCs are focused on keeping up with severe quality guidelines for their oil-based goods. These guidelines guarantee that purchasers get protected, solid, and superior execution fills. The quality confirmation processes are essential in cultivating trust and certainty among shoppers.

Pricing Strategies: Pricing is an essential part of the petrol retail industry. Because of worldwide oil costs, OMCs carry out different estimating procedures, including dynamic evaluation. Buyers frequently assess the value of Engine Soul (MS) and Rapid Diesel (HSD) while pursuing buying choices. Estimating

techniques influence customer insights, value awareness, and generally speaking perspectives toward OMCs.

Buyer Services: OMCs put resources into upgrading shopper administrations at their retail outlets. This incorporates keeping up with spotless and very much kept up with premises, offering comfort benefits, and guaranteeing obliging and productive staff. The purchaser experience at OMC retail outlets impacts consumer loyalty and reliability.

Consumer Service: Government-possessed and confidential OMCs in the oil retail area have made the business exceptionally cutthroat. This opposition benefits customers by furnishing them with decisions and empowering OMCs to persistently work on their administrations and contributions.

Thus, Oil Showcasing Organizations (OMCs) hold an essential job in India's petrol retail industry. Government-possessed OMCs like IOCL, BPCL, and HPCL, alongside confidential players like Nayara Ltd, Dependence BP Ltd, and Shell India Ltd, shape the market's elements. Understanding the importance and procedures of these OMCs is fundamental for grasping buyer perspectives and social expectations, as well as how valuing, item quality, and administrations impact customer decisions at IOCL retail outlets in Vadodara.

3.3 Classification of Retail Markets

The order of retail showcases in the oil business is a crucial system for figuring out the variety and elements of the area. In India, these business sectors can be comprehensively sorted into two regions: coordinated and disorderly. Every class has unmistakable qualities and serves a particular portion of shoppers. Investigating this arrangement is fundamental while dissecting shopper mentalities and social aims connected with retail outlets in Vadodara. Coordinated retail advertisements in the oil area are customarily portrayed by huge, deeply grounded organizations, principally Oil Promoting Organizations (OMCs) like

IOCL, Bharat Petrol Ltd (BPCL), and Hindustan Petrol Ltd (HPCL). These business sectors stick to rigid quality and well-being guidelines and are known for their dependability and consistency.

Key Highlights of Coordinated Retail Markets:

1. **Adherence to Quality Standards:** OMCs in coordinated retail showcases are focused on keeping up with the most significant principles for their oil-based goods. These norms incorporate boundaries, for example, octane levels, cetane appraisals, and sulphur content, guaranteeing that purchasers get powers that meet administrative particulars.
2. **Infrastructure and Services:** Coordinated retail outlets put essentially in present-day framework and buyer administrations. They offer perfect and all-around kept up with premises, general stores, bathrooms, and extra conveniences to improve the customer experience.
3. **Regulatory Compliance:** OMCs in coordinated retail advertisements persist, sticking to administrative and well-being consistency. They adhere to ecological rules and well-being conventions to alleviate gambles related to fuel capacity and administering.
4. **Efficient Supply Chain:** These business sectors benefit from well-organized supply chains. Coordinated OMCs' mass obtainment and circulation capacities guarantee a reliable stock of oil-based goods to retail outlets.
5. **Brand Recognition:** Coordinated OMCs frequently partake in areas of strength for a standing worked over long periods of giving solid and top-notch items. This memorability encourages customer trust and unwaveringness.

Unorganized Retail Markets:

Unorganized retail advertisements in the oil area comprise more modest, free fuel stations. These outlets might have a different degree of value control, framework,

or memorability than their coordinated partners. Be that as it may, they are a fundamental piece of the retail scene, especially in less densely populated regions.

Critical Elements of unrecognised Retail Markets:

1. **Variability in Quality:** Disorderly retail markets might show fluctuation in item quality. While a few free outlets keep up with exclusive expectations, others might need help to meet administrative prerequisites reliably.
2. **Limited Services:** These outlets might offer restricted extra administrations past fuel apportioning. Odds and ends shops and bathroom offices may not be promptly accessible at all chaotic retail outlets.
3. **Local Presence:** Disorderly retail advertisements frequently serve limited or rustic networks where the interest in oil-based goods might be lower than in metropolitan regions.
4. **Competitive Pricing:** To stay serious, disorderly retailers might embrace estimating procedures pointed toward drawing in cost delicate shoppers.

Buyer Decisions and Implications:

The order of retail showcases fundamentally impacts buyer decisions in the petrol area:

1. **Product Quality and Reliability:** Purchasers frequently consider item quality and dependability while choosing a retail outlet. Coordinated markets are mostly connected at a steady rate, while customers might practice alertness while picking sloppy outlets.
2. **Convenience:** Comfort, including the accessibility of extra administrations and the closeness of the power source, is an essential variable. Customers in metropolitan regions frequently benefit from the comfort of coordinated retail outlets, while those in country regions might depend on sloppy outlets because of their confined presence.

3. Price Sensitivity: Cost awareness fluctuates across purchasers. Some might pay a premium for the dependability and quality confirmation presented by coordinated retail showcases, while others might focus on cost reserve funds and pick disorderly outlets.
4. Brand Loyalty: Memorability and confidence in coordinated OMCs can impact buyer steadfastness. Numerous shoppers have longstanding relationships with notable OMCs, which might influence their decisions.

The order of retail advertisements in the petrol area into coordinated and disorderly classifications gives significant knowledge into buyer decisions and inclinations. Coordinated markets, addressed fundamentally by OMCs like IOCL, are known for their quality, framework, and brand notoriety, while chaotic business sectors serve limited networks and contend on valuing.

Understanding the ramifications of this grouping is fundamental while breaking down purchaser mentalities and conducting aims regarding retail outlets in Vadodara. It highlights the significance of considering elements like item quality, comfort, evaluating procedures, and brand unwaveringness concerning different retail market portions.

Dynamic and subject to rapid change, the business environment of the 21st century requires businesses to redesign their activities in order to successfully deliver superior customer value. Understanding consumer behaviour is a crucial step in the process. The latter is vast and diverse, but consumer preference is one of its newest dimensions. Consumer preference research enables marketers to develop strategies for influencing consumer choice. To be able to meet these competitive business challenges, companies should implement a variety of strategic measures intended to provide a higher quality-to-price ratio. Studies also demonstrates that public relations are a fundamental part of a sales representative's employment, as a company's activities involve fostering goodwill with the general public. In addition, according, companies develop relationships

with their customers by listening to them and organising their efforts to solve their problems. Effective marketing of a company's product requires measuring factors that influence consumer preference as well as emphasising market segmentation based on preferences and effective product positioning in consumers' perceptions.

3.4 Company-wise number of Retail Outlets

The appropriation and overflow of retail outlets in the oil retail industry are key factors that impact buyer conduct and decisions. To appreciate buyer perspectives and social expectations, especially concerning retail outlets in Vadodara, it is essential to dig into the quantities of retail outlets worked by different organizations, both government-possessed and private, and analyse what they mean for the Indian fuel scene.

Retail Outlet Scene in India:

With its tremendous geological span and different populace, India is home to a critical number of retail outlets worked by various oil showcasing organizations (OMCs). These outlets act as the essential marks of communication between OMCs and buyers.

As of the most recent accessible information, India brags a noteworthy absolute of around 65,000 fuel retail outlets. These outlets are spread across metropolitan regions, semi-metropolitan districts, and, surprisingly, far-off rustic areas, guaranteeing that a significant piece of the Indian populace approaches fuel items.

Here is a breakdown of the number of retail outlets worked by Government-Possessed OMCs and Confidential Players in India:

- Indian Oil Organization Ltd (IOCL): IOCL has around 30,000 retail outlets across India, making it the biggest OMC concerning the number of outlets.
- Bharat Petrol Ltd (BPCL): BPCL works roughly 16,000 retail outlets.
- Hindustan Petrol Ltd (HPCL): HPCL operates around 15,000 retail outlets.

- Private Players (Nayara Ltd, Reliance BP Ltd, and Shell India Ltd): Confidential players together work roughly 4,000-5,000 retail outlets in India.

Retail Outlets in Vadodara:

In Vadodara, a significant city in Gujarat, there are roughly 150-200 retail outlets worked by different OMCs and Private Players. These outlets care for the city's metropolitan and rural populace, guaranteeing that occupants and organizations have helpful admittance to fuel items.

Demand and Supplies

The Indian government's view of fuel as a crucial resource played a significant role in its decision to initially limit the aggressive marketing of petrol in the country after the initial oil shock. India has faced intense pressure on its foreign exchange reserves due to ever-increasing demand and diminishing domestic supply, which prompted the government to consider withholding the product from the market. Even today, India is one of the world's fastest-growing energy consumers and one of the top ten largest energy consumers. The country's expanding economy, rising population, and growing middle-class demographic are driving the demand for petrol, with over 70% of its oil and petroleum product needs being met through imports. As a result, the cost of fuel has increased dramatically, with consumers experiencing price hikes nine times in the past year alone.

For four decades, starting in the mid-1970s until 2002, Indian consumers saw petrol as a "commodity" sold by the government. However, the industry underwent a significant transformation in 2002 when the government opened it up to private Indian and international entities, introducing new players and brands. This paradigm shift presented petrol as a brand, signifying differentiation, rather than a commodity with a high degree of sameness. The marketing mix,

participants, prices, and services all changed, with petrol stations providing consumers with a variety of services, celebrities endorsing petrol, and companies aggressively marketing their products.

This transformation was not only significant for consumers but also for the industry as a whole. Public-sector corporations, IOCL, BPCL, and HPCL, were in competition with private companies like Reliance Petrochemicals and Essar Oil, who were new to the business but known for their aggressive marketing tactics. Additionally, global petrol giant, Shell, was new to the Indian market. This new equation pitted Indian enterprises against the global petroleum giant, Shell, resulting in an intriguing competition between the public and private sectors.

3.5 Market Share

Market share is a rudimentary measurement in the oil retail industry, mirroring the strength and cutthroat situating of various players on the lookout. Understanding market share is fundamental for grasping shopper mentalities and conduct goals, especially concerning retail outlets in Vadodara. In this thorough examination, investigate the idea of market share, its importance, and what it means for purchaser decisions.

Characterizing Market Share:

Market alludes to the piece of the all-out market deals or income that a specific organization or brand catches. It is commonly communicated as a rate and is determined by separating an organization's contracts or payments by the complete market deals or pay over a particular period. Regarding the petrol retail industry, the pie can be estimated by the volume of fuel sold, income produced, or the number of retail outlets worked by an organization.

Meaning of Market Share:

Market share is a crucial exhibition pointer for organizations in any industry, including petrol retail. Here's the reason it holds massive importance:

1. **Competitive Positioning:** Market share uncovers how an organization or brand positions in contrast with its rivals. The higher portion of the overall industry frequently shows more grounded, serious work.
2. **Revenue and Profitability:** Organizations with a more significant portion of the overall industry ordinarily create higher income and may appreciate economies of scale, prompting more prominent benefits.
3. **Consumer Influence:** Customers frequently partner with market pioneers with reliability and quality, affecting their buying choices.
4. **Investor Confidence:** A critical piece of the pie can draw in financial backers, exhibiting an organization's development potential and soundness.
5. **Strategic Insights:** Market share information assists organizations with settling on informed critical choices, for example, extension plans, evaluating methodologies, and advertising efforts.

Market share in the Indian Petrol Retail Industry:

In the Indian petrol retail area, a few government-possessed and private organizations seek market share. Here is an outline of the market share elements as of the most recent accessible information:

Government-Possessed OMCs:

Market share figures for the significant government-possessed Oil Advertising Organizations (OMCs) in the Indian petrol retail industry: Indian Oil Company Ltd (IOCL): IOCL ordinarily holds the most significant pie among the OMCs and is frequently assessed to have a portion of the pie of around 45% to half in the Indian oil retail industry. Bharat Oil Ltd (BPCL): BPCL gets a significant piece of the pie, for the most part assessed to be around 22% to 25%. Hindustan Petrol

Ltd (HPCL): HPCL contends effectively for a portion of the overall industry and, for the most part, keeps a percentage of roughly 15% to 18%.

Private Players:

Market share figures for a portion of the significant confidential players in the Indian petrol retail industry: Nayara Ltd (Previously Essar Ltd): Nayara Ltd, a noticeable confidential player, has consistently grown its piece of the pie in the Indian petrol retail industry. Its portion of the overall initiative was assessed to be around 6% to 8% around then. Reliance BP Ltd: Reliance BP Ltd, a joint endeavour between Reliance Ventures Restricted (RIL) and BP Plc, entered the market with imaginative contributions. While it was a new player, it was slowly acquiring a portion of the overall industry, assessed to be around 2% to 4%. Shell India Ltd: Shell India Ltd, an auxiliary of Illustrious Dutch Shell, had acquainted global principles and quality with the Indian market. Its piece of the pie was assessed to be around 2% to 3%.

Factors Impacting Business Sector Share:

A few variables impact the market share of organizations in the petrol retail area:

1. Retail Outlet Network: The number and dispersion of retail outlets influence an organization's capacity to arrive at purchasers successfully.
2. Pricing Strategies: Serious estimating can draw in cost delicate shoppers and affect the market price.
3. Quality and Service: Great items and magnificent help can upgrade an organization's standing and client confidence.
4. Innovation: Organizations that present imaginative administrations or innovations might acquire an upper hand.
5. Brand Equity: Memorability and trust can drive customers to pick a specific organization's outlets.

Market share in Vadodara:

In Vadodara, the elements of market share among oil retail organizations mirror the more extensive patterns in the Indian market. While IOCL frequently keeps a considerable offer, the presence of BPCL, HPCL, Nayara Ltd, Dependence BP Ltd, and Shell India Ltd guarantees solid rivalry.

- Indian Oil Corporation Ltd (IOCL): IOCL is regularly the predominant player in Vadodara and is assessed to hold a piece of the pie of roughly 40% to half in the district.
- Bharat Petrol Ltd (BPCL): BPCL is one more critical player in Vadodara and generally has a piece of the pie of around 20% to 25%.
- Hindustan Oil Ltd (HPCL): HPCL contends effectively in Vadodara and keeps a pie of roughly 15% to 20%.
- Private Players (Nayara Ltd, Reliance BP Ltd, and Shell India Ltd): Confidential players, by an extensive record for the leftover portion of the overall industry, assessed to be around 15% to 20% consolidated.

Customer Implications:

A portion of the overall industry has direct ramifications for purchasers:

1. Choice: A different portion of the overall industry scene furnishes shoppers with decisions and choices for fuel suppliers.
2. Price Competition: Rivalry among organizations for a market price can bring about cutthroat fuel costs, helping shoppers.
3. Quality Assurance: Organizations with a critical market share frequently focus on quality and administration to keep up with their situation, helping buyers.
4. Innovation: Organizations competing for a portion of the industry might present imaginative administrations and advancements, improving the shopper experience.

Market share is an essential measurement in the petrol retail industry, mirroring the serious situating of organizations. Understanding market share elements is significant while breaking down buyer perspectives and social aims connected with retail outlets in Vadodara. It stresses the meaning of elements, for example, retail outlet organization, evaluating systems, quality, advancement, and brand value in moulding market share and, thus, customer decisions.

3.6 Previous Studies on Petroleum Retail in India

Previous studies on Petroleum retail in India have immediately impacted grasping the elements of the business, shopper conduct, and the variables affecting the market. These examinations cover many subjects, from market patterns and contests to purchaser inclinations and the effect of government approaches. In this thorough audit, we dive into the vital discoveries and experiences from select examinations that have added to how we might interpret the petrol retail area in India.

Evolution of Fuel Retail Industry in India

According to purohit and Jain, 2020, the Development of Fuel Retail in India is a thorough research that investigates the progressions in purchaser conduct and the improvement of significant worth-added administrations in the fuel retail market. The study covers a scope of studies, including those that look at the impacts of client support and item quality on consumer loyalty and dependability, investigate shopper purchasing conduct in retail outlets, and concentrate on customer inclinations of oil retail outlets.

The audit additionally looks at the effect of innovation on the fuel retail market in India, including the utilization of advanced stages and the assortment of information to develop client encounters further. The creators note that innovation has permitted oil advertising organizations to foster new worth-added

administrations, such as faithfulness projects and portable instalment choices, to satisfy client needs.

The audit additionally features the job of client discernment in the advancement of the fuel retail market in India. Studies have shown that consumer loyalty is vital to unwaveringness and rehash business. That client's view of the nature of administration and items presented by fuel retailers is essential to calculate their dynamic interaction.

Generally, the study gives a thorough outline of the advancement of the fuel retail market in India, featuring the significance of consumer loyalty, the job of innovation, and the improvement of significant worth-added administrations in satisfying client needs. The creators note that the fuel retail market in India will probably keep on developing because of changing customer conduct and mechanical progressions and that oil advertising organizations should keep adjusting to fulfil these evolving needs.

Petroleum Retail Outlet is a Sustainable Entrepreneurial business even during pandemic situations, and its operational risks.

According to Rizwan and Karthikeyan, 2023 study centres around the business venture of the executives of Oil Retail Outlets in India and their benefit and maintainability. The oil retail industry in India has encountered massive development as of late because of the rising interest in oil-based commodities and the advancement of the Indian economy. The review distinguishes powerful administration rehearses, for example, stock control, cost administration, and client care, as essential to the benefit of these organizations. Also, the review features administrative consistency, rivalry, and changing customer inclinations as the significant difficulties faced by business people in this industry.

The review gives experiences and proposals to business visionaries and policymakers to improve the presentation and maintainability of Petrol Retail

Outlets in India. The paper is coordinated into a few segments, including a writing survey on business venture, the executives and benefit in the oil retail industry, methods for upgrading the exhibition and supportability of Petrol Retail Outlets in India, and a concentrate on the effect of pandemic circumstances on the deals of petroleum and diesel.

The writing audit distinguishes key subjects connected with ecological, social, and financial maintainability in the petrol retail industry. The concentrate likewise examines the business and board practices of two petroleum siphons in India through a contextual investigation. It distinguishes factors that add to their prosperity, including development, client care, and showcasing systems. The experiences acquired from the review can be important for policymakers, business visionaries, and specialists.

The concentrate likewise examines business visionaries' difficulties in the petrol retail industry and their answers. The paper finishes with suggestions for business people and policymakers for improved productivity and maintainability for each oil retail outlet. By and large, the review gives essential experiences into the business venture of the executives of Oil Retail Outlets in India and their progress in the ongoing business sector situation.

The Science of Choice: Demystifying Consumer Preference in Indian Petro-Retail

According to Purohit and Jain, 2021 "The Science of Choice: Demystifying Consumer Preference in Indian Petro-Retail" concentrate on revealing insight into the change in the Indian Petro retail market and how innovation reception plays a critical impact in improving help-based item contributions. The review recognizes the elements that impact shopper inclination in the Indian Petro retail market. It gives significant knowledge to fuel retail organizations to further develop their administration contributions and upgrade consumer loyalty.

The investigation discovered that assistance quality, picture of the fuel station, limited time programs, item grouping, area, extra administrations, value, the executives of the fuel station, and innovation variation in help were measurably monumental for buyer inclination. The review suggests that fuel retail organizations should zero in on further developing assistance quality, item collection, limited-time programs, and extra administrations to draw in and hold clients. The concentrate likewise suggests that fuel retail organizations embrace innovation to upgrade their administration contributions and further develop client experience.

The study features the significance of understanding customer inclinations and the elements that impact them in the Indian Petro retail market. The review gives significant knowledge to fuel retail organizations to develop their administration contributions further and improve consumer loyalty. The study suggests that retail organizations should zero in on further developing help quality, item grouping, limited-time programs, and extra administrations to draw in and hold clients. The concentrate additionally suggests that fuel retail organizations embrace innovation to upgrade their administration contributions and further develop client experience.

The study has a few constraints, including utilizing a non-likelihood inspecting strategy, which might restrict the generalizability of the discoveries. The concentrate likewise utilized a self-detailed review, which might depend on reaction predisposition. The study suggests that future examinations should use likelihood-testing strategies and goal measures to conquer these constraints.

Generally, "The Science of Choice: Demystifying Consumer Preference in Indian Petro-Retail" study gives essential bits of knowledge into the variables that impact purchaser inclination in the Indian Petro retail market and offers suggestions to fuel retail organizations to develop their administration contributions further and upgrade consumer loyalty. The review features the

significance of understanding customer inclinations and the job of innovation reception in improving assistance-based item contributions. The examination establishes future exploration in the Indian Petro retail market and other help ventures.

3.7 Consumer Behaviour in Petroleum Retail

Consumer behaviour is essential in the oil retail industry, impacting everything from fuel decisions to mark dedication. Understanding the elements that drive shopper choices at the siphon is fundamental for government-claimed Oil Showcasing Organizations (OMCs) and confidential players in India's cutthroat market. In this compact outline, we investigate the vital components of buyer conduct in oil retail.

Product Quality and Reliability:

One of the essential variables impacting shopper conduct in petrol retail is quality and dependability. Shoppers anticipate that fuel items should fulfil rigid quality guidelines to guarantee the ideal exhibition of their vehicles. Any view of shoddy quality can deflect clients from picking a specific retail outlet or brand.

This featured shoppers frequently focus on confirming fuel quality, particularly for superior execution or premium vehicles. This highlights the meaning of value control measures and adherence to industry guidelines.

Price Sensitivity:

Fuel costs are the essential figure for buyer navigation. The study uncovered that Indian shoppers are profoundly delicate when buying fuel. Indeed, even minor vacillations in fuel costs can provoke changes in customer conduct, for example, deciding on more eco-friendly vehicles or changing refuelling measures to limit costs.

Government strategies, worldwide oil costs, and neighbourhood tax collection add to fuel cost unpredictability, making it a critical determinant of customer decisions. Retail outlets that offer serious estimating methodologies frequently draw in cost-cognizant customers.

Brand Loyalty and Trust:

Brand unwaveringness and trust are essential parts of buyer conduct in petrol retail. Government-possessed OMCs, like Indian Oil Organization Ltd (IOCL), Bharat Petrol Ltd (BPCL), and Hindustan Oil Ltd (HPCL), have a longstanding presence and partake in a level of trust among purchasers.

Be that as it may, confidential players like Nayara Ltd (previously Essar Ltd), Dependence BP Ltd, and Shell India Ltd have entered the market with creative contributions. The research observed that a few buyers are progressively open to investigating new brands, especially assuming they offer value-added administrations, devotion programs, and reliable quality.

Comfort and Accessibility:

Vicinity and openness to retail outlets are crucial contemplations for customers. This featured that shoppers frequently pick fuel retail outlets because of accommodation. Retail outlets situated along driving courses or close to neighbourhoods are bound to draw in clients.

Also, broadened working hours, speedy help, and conveniences like clean bathrooms and general stores add to the general comfort factor. Research shows that shoppers esteem the nature of fuel, the straightforward entry, and speedy help.

Ecological Awareness:

With developing ecological cognizance, customers are progressively thinking about the natural effect of their decisions. It showed that a few customers focus

on eco-accommodating fills and cleaner options, particularly in metropolitan regions with higher mindfulness.

This conduct change aligns with government drives to advance cleaner powers and diminish emanations. Retail outlets that offer cleaner options, like compacted flammable gas (CNG) or electric vehicle charging stations, may draw in earth-cognizant purchasers.

Buyer conduct in oil retail is a complex peculiarity formed by different elements, including item quality, estimating, brand steadfastness, comfort, and natural mindfulness. Understanding these impacts is vital for OMCs and confidential players looking to meet customer assumptions and inclinations.

To prevail in this serious market, organizations should constantly survey and adjust their techniques to line up with advancing shopper conduct. Factors, for example, quality control, cutthroat valuing, brand building, comfort, and supportability drives will assume crucial parts in affecting buyer decisions at the fuel siphon. By remaining sensitive to shopper necessities and inclinations, petrol retailers can flourish in an industry set apart by assertive customer conduct.

3.8 Factors Influencing Consumer Choices

Shopper decisions in the oil retail area are moulded by a multifaceted snare of variables that surpass the undeniable contemplations of cost and accommodation. While laid-out drivers like item quality and brand devotion stay powerful, there are often ignored, one-of-a-kind features of shopper conduct in this industry. In this investigation, we dig into some of these factors that impact buyer decisions in petrol retail.

1. Nearby People group Engagement:

A unique element impacting buyer decisions is the degree of commitment an oil retailer has inside the nearby local area. The research highlighted that shoppers frequently feel a more grounded association with retailers who effectively partake

in local area occasions, support neighbourhood drives or add to social causes. This feeling of local area commitment can influence buyers toward picking one retail outlet over another, encouraging a sense of unwaveringness past value-based communications.

2. Visual Allure and Aesthetics:

The visual allure of a retail outlet can assume a shockingly persuasive part in shopper decisions. It uncovered that many planned and tastefully satisfying outlets will generally draw in additional clients. Perfect, kept up with offices with engaging signage and finishing can subliminally impact customers to choose a specific outlet, regardless of whether they deliberately perceive these elements.

3. Curiosity and Themed Experiences:

Some oil retailers have wandered into making themed or novel encounters for clients. This investigated how themed outlets with extraordinary contributions, like retro-themed cafes or eco-accommodating nurseries, can draw in shoppers looking for a unique and pleasant refuelling experience. Such themed outlets frequently have an enduring effect on customers, provoking them to return for something other than fuel.

4. Nearby Food and Refreshment Partnerships:

Oil retailers have recently collaborated with neighbourhood food and drink foundations for an improved client experience. These organizations can impact customer decisions. Clients are attracted to outlets that furnish the comfort of refuelling alongside the choice to partake in an espresso from a prestigious nearby bistro or get a light meal from a most loved neighbourhood eatery.

5. Ecological Stewardship:

While ecological mindfulness is a known element, customers are progressively attracted to retailers with a veritable obligation to natural stewardship. It featured how retailers that effectively take part in biological drives, for example, tree-

establishing campaigns or reusing programs, can win the blessing of ecologically cognizant shoppers. Such enterprises reflect corporate obligation as well as reverberate with shoppers' very own qualities.

6. Customized Dependability Programs:

Customized dependability programs custom-made to individual buyer inclinations can critically affect decisions. The purchasers answer well to dependability programs that proposition customized rewards because of their energizing propensities and preferences. These projects improve the sensation of being esteemed and appreciated, encouraging brand unwaveringness.

Thus, purchaser decisions in oil retail are impacted by a range of elements that reach out past the traditional contemplations. From people group commitment to visual allure, oddity encounters, neighbourhood organizations, ecological stewardship, and customized devotion programs, these elements can separate one retail outlet from another. Understanding and bridling these unmistakable impacts can be an upper hand for petrol retailers, meaning to separate themselves in a severe market.

3.9 Literature Gap

While existing examination gives significant experiences into the elements impacting customer decisions in petrol retail, an outstanding writing whole warrants further investigation. One critical region where the writing misses the mark is in thoroughly investigating the effect of digitalization and mechanical progressions on buyer conduct in oil retail. In the present progressively advanced world, the job of portable applications, online stages, and continuous data couldn't possibly be more significant. Understanding how these computerized apparatuses impact purchaser decisions, from cost examination applications to portable installment arrangements, is essential for retailers looking to stay serious and receptive to advancing buyer inclinations. Diving into the domain of information

investigation, blockchain for straightforward store network the executives, and man-made consciousness for prescient estimating and purchaser conduct examination holds guarantee for uncovering new components of buyer conduct.

Besides, there is a striking hole in research that completely looks at the results of strategy changes on buyer decisions inside the petrol retail industry. Government approaches connected with evaluating, appropriations, and natural guidelines fundamentally influence the estimating elements as well as the ecological cognizance of customers. Examining how changes in these strategies impact purchaser decisions and whether they brief movements toward more economical fuel choices can give basic bits of knowledge to retailers and policymakers the same.

As elective fills and electric vehicles build up some decent momentum universally, there is a squeezing need for research that surveys what these arising patterns mean for purchaser conduct in oil retail. Understanding whether purchasers are changing to electric vehicles and what this shift means for their fuel inclinations is fundamental for both customary and more current players in the business. Also, investigating the possible mix of hydrogen filling stations and the foundation expected for electric vehicles can reveal insight into the future scene of petrol retail.

Multifaceted and local varieties in shopper inclinations address a one stranger area inside petrol retail research. India's different social scene frequently brings about one-of-a-kind customer ways of behaving and inclinations. Exploring these varieties and the hidden drivers can assist retailers with fitting their advertising procedures to reverberate with explicit client fragments successfully.

Thus, while the current writing addresses representative commitment and its effect on consumer loyalty, there is space for more inside and out investigation of this angle. Research that dives into the connection between representative

preparation, inspiration, and client experience can reveal significant bits of knowledge into establishing a more client driven retail climate.

A few regions that require in-depth analysis include:

- **Digitalization and Mechanical Impact:** With the coming of digitalization and rising advances, there is a need to look at how computerized stages, versatile applications, and ongoing data impact purchaser decisions in petrol retail.
- **Effect of Strategy Changes:** The oil retail area is dependent upon government approaches connected with evaluating, endowments, and ecological guidelines. Investigating what changes in these strategies mean for buyer conduct is a significant examination road.
- **Elective Fills and Electric Vehicles:** As interest in electives energizes, and electric vehicles develop, understanding how shoppers' decisions are advancing because of these choices is significant for the oil retail industry.
- **Effect of Financial Variables:** Monetary factors, for example, pay levels and financial vacillations, can altogether impact shopper decisions. Exploring the exchange between monetary circumstances and fuel inclinations is a region ready for research.
- **Multifaceted and Local Varieties:** The oil retail industry is different, with buyer inclinations changing across areas and societies. Investigating these varieties and their fundamental drivers can give essential experiences to custom-fitted promoting methodologies.

Thus, purchaser decisions in oil retail are formed by a complicated exchange of elements, including item quality, evaluation, brand reliability, comfort, and ecological worries. Understanding and answering these elements are fundamental for oil retailers looking to stay cutthroat in a quickly developing business sector. Moreover, tending to the writing hole by further examining the recognized regions can add to a more profound comprehension of buyer conduct in this area.

Chapter 4: Research Methodology

The strategies and techniques that will be employed to manage the research effort in order to identify the factors relating to the purchasing behaviour of the consumer of the Motor Spirit and High-Speed Diesel are covered in this part. According to Ørngreen and Levinsen (2017), a research system is a method or approach that is explicitly utilised to choose, separate, analyse, and analyse information or data in relation to a particular examination point. This section of the thesis will lead the ways to helps the reader determine whether or not the review and the conclusions presented in the paper will be reliable. This section of the thesis will include the information about the methods used to gather information as well as a description of how the information is organised or interpreted in order to get the desired results. The word "research" refers to searching for and compiling data while keeping in mind a thesis that has been supported by a variety of logical interpretations and investigational options. So, it's very possible to say that this section will be emphasising on the cycles for managing the thesis method, tools and techniques that will be applied in the work. It should also be noted that, rather than studying the results from a single person's perspective, the alternative points of view of many people should be studied first when analysing the information thesis outcomes.

4.1 Research Design

The research will employ the cross-sectional research design, as this research is helpful in impactful data collection from the sample respondents at the time. This is helpful in the examination for the consumer attitude and behavioural intentions linked with the fuel purchases at the IOC retail outlets in Vadodara. This study is time-efficient and is enabling the research to get in with multiple respondents to get the snapshot with the consumer attitude and be more cost-effective. The aim of the research will be on studying the cross-sectional working and to get with the current operations and grow with decision making. The cross-sectional study

will be working with practical implications within the resources of research and with the time constraints. This will be allowing on the collection of the sufficiency, representing on the sample respondents and with the cross analysis to get in-depth study. The cross-sectional, which is useful in determining the research's findings by analysing how even a small change in the project's scope can have a lasting effect on the project, its delay, and its financial implications (Ørngreen and Levinsen, 2017). The systematic and precise representation of changes in consumer attitude and behaviour with the retail outlets. Therefore, the cross-sectional design will be useful in this regard. When discussing the nature of the project and the causes of the delay, the distinct phenomena can be used to highlight and assess the aspects of the project. The design is selected so that the data that has been obtained may undergo a critical analysis (Ledford and Gast, 2018).

4.2 Data Collection

Data collection will be done with primary data mode, with which the data is collected by distributing the surveys and the interviews. It is important to learn about consumer behaviour and attitude in-depth in order to understand how specific scope aspects can affect the retail outlets in Vadodara while purchasing MS and HSD. This is because the research is being done on retail outlets while purchasing MS and HSD, changes to them, and their scope. The data will be taken from both primary and secondary sources in order to grasp the idea more deeply and to provide a better analysis (Ørngreen and Levinsen, 2017). In addition to studies of the and customer behaviour and attitude, the secondary sources also include previously completed research on projects and scope revisions.

In order to conduct the final analysis and determine how changes in customer attitude and behaviour, only reliable secondary sources of information are used to get the literature review from previous studies and peer reviews. On the other hand, the primary data will be collected after the perception of the people and the

owners about the retail segments (Ørngreen and Levinsen, 2017). The primary data will be gathered through questionnaires and interviews with those who have a direct or indirect connection to the industry. To get a better understanding of the topic and to present better and influential analysis that is realistic to the current circumstances, the research used a mixed data gathering methodology (Ørngreen and Levinsen, 2017).

4.3 Sampling Technique

The survey will be given to 100 from end consumers who are the retail customers of fuel who are purchasing on the MS and HSD manually. 10 Interviews will be conducted from the owners in studying the Consumer Attitudes & Behavioural Intentions for the purchase of Motor Spirit (MS) & High-Speed Diesel (HSD) at Retail Outlets of Indian Oil Corporation Ltd. (IOCL), in Vadodara.

Random sampling will be made for the end consumer visit the retail outlets, and the owners from the specific outlets are selected so to get the customer patterns and trends that they have accessed.

4.4 Data Analysis Methods

The mixed analysis approach will be integrated in the research. By compiling the responses to a few pointed questions, the researcher has provided the quantifiable data. The quantitative data demonstrates how many people or how the society is moving towards a specific perspective on the consumer attitude and behaviour with the retail outlets in Vadodara (Fletcher, 2017). To complement the quantitative study, the qualitative data demonstrates the quality of the quantitative research. Because a quantitative can only be comprehended by academics and professionals, qualitative data is useful in providing the understanding component of the quantity data. The research also will be including a qualitative analysis to ensure that it will be valid among regular individuals (Fletcher, 2017). In order to analyse quantitative data, qualitative data is useful. The researcher also provided

the qualitative perspective of the data for better understanding at the time the research will be done and the results will be delivered (Flick, 2015). In the secondary data, the figures and diagrams will be added where the quantitative data will be gathered, whereas in the primary data, the respondents will be where it is collected depending on each question.

4.5 Sample Area

The sample area in the perspective of which the consumer attitude and behavioural intentions for the purchase of Motor Spirit and High-Speed Diesel will be studied is Vadodara city. This city is chosen as it is a city undergoing its journey of development and on its growth of economic development.

4.6 Limitations

The study findings cannot be generalized to the other cities and regions, because of the varying customer perception and behaviour. The sample size opted is limited and thus this is making an influence on the characteristic if the size of sample varies. The consumer attitude and the behaviour can change with the shift from the consumer behaviour and change the perspective. The study is focusing on multiple factors which are influencing on the consumer behaviour thus there might be some of the unexplored factors that might influence the purchase decision. The external factors such as regulations and government policies are not fully addressed in the thesis. The study is representing as the snapshot to the customer behaviour and attitude to any specific point of time. This should consider the longitudinal study that would need to be capturing on the changing situations in time. The practical challenges possess with the data collection and the survey rates and accessibility that might affect the dataset completeness.

Despite having multiple limitations, this study aims on offering a valuable insight for consumer attitude and behaviour and the purchases linked with MS and HSD. The findings taken can be taken for informed decisions making with strategic

improvement within the research scope to serve as the foundation of the future research area.

4.7 Research Ethics

The researcher took into account all prevailing ethical standards when conducting the study. The research's phrasing assures that no one or any group's feelings are damaged. The research doesn't focus on any particular demographic. Since the data was obtained from the corporation and other researches, the researcher has protected its confidentially. The researcher has kept in mind these moral precepts throughout the investigation. According to the research, there are no social ethics that violate human rights, and no acts that are harmful. According to Zangirolami-Raimundo et al. (2018), every ethical compliance, starting with the selection of the research's theme and continuing through its final analysis, is followed to the letter.

According to Zangirolami-Raimundo et al. (2018), ethics are seen as the moral standards and values that must be upheld when giving the research's final results in order to preserve their generalizability. In order to avoid misunderstandings and incorrect interpretations, the ethical considerations aid in steering research in a consistent direction. The research conducted took into consideration all current ethical standards to ensure that the terminology used did not cause harm to any individual or group. The study did not have a specific target population, and sensitive information obtained from the corporation and other researchers was kept confidential. The researcher followed moral standards outlined that throughout the study to ensure that no harm was caused to animals and social ethics pertaining to human rights were not breached. The research was conducted in compliance with ethical standards as stated from the selection of the theme to the final analysis. Ethics were upheld to ensure that the final research product could be used universally, and ethical compliance was followed throughout to avoid misunderstandings and misinterpretations.

The researcher has ensured the accuracy and reliability of the data used in the study. To verify the validity of the research, the researcher has focused on using secondary data sources that have been peer-reviewed and validated. To maintain the integrity of the study's conclusions and avoid any erroneous findings, no information was obtained from unethical websites. The study's validity will be evaluated by applying the findings to real-world situations and different contexts, while the research's reliability will be determined based on the internal and external validity of the findings. The validity and reliability tests have been instrumental in drawing conclusions on these issues for the publication. The research article contains actual data that has not been fabricated.

Chapter 5: Expected Outcomes

5.1 Expected Outcomes

In the unique domain of India's petrol retail industry, understanding consumer behaviour and attitude fills in as the compass directing industry partners. The exhaustive exploration directed has disclosed a multifaceted scene of purchaser decisions inside this area. The review recognized five essential powerhouses, including item quality, estimating responsiveness, brand devotion, accommodation, and natural mindfulness, which cow customers toward explicit decisions.

Item quality and dependability have arisen as non-debatable viewpoints, requesting severe quality control measures and unwavering adherence to industry guidelines. Valuing awareness, driven by worldwide oil costs and government approaches, requires dynamic evaluating procedures to keep up with seriousness. Brand unwaveringness and trust, whether presented to government-possessed Oil Promoting Organizations (OMCs) or more current confidential players, stay crucial parts of purchaser conduct. Accommodation, openness, and an advancing ecological cognizance further characterize customer decisions.

The examination additionally uncovered interesting and frequently disregarded factors that impact purchasers, including nearby local area commitment, visual feel, themed encounters, neighbourhood organizations, and customized reliability programs. These unmistakable impacts put retail outlets aside, cultivating customer associations and inclinations.

However, this excursion likewise featured a writing hole that entices further investigation. Research roads in digitalization, strategy changes, elective energizes, financial variables, multifaceted varieties, and representative commitment offer promising knowledge to shape the business' direction.

To flourish in this unique scene, petrol retailers should embrace purchaser-driven procedures. The suggestions envelop prompt activities and long-haul systems. Focusing on item quality, valuing methodologies lined up with responsiveness, building brand steadfastness, improving accommodation, and embracing supportability are imperative. Moreover, fundamental stages include utilizing extraordinary variables for separation, embracing innovative headways, and adjusting to strategy changes.

Investigating elective powers, tending to multifaceted varieties, putting resources into worker preparation, and advancing straightforwardness are indispensable pieces of this excursion. Besides, cultivating research cooperation and checking monetary variances are vital to progress.

The eventual fate of oil retail in India relies on a shopper-driven approach. By executing the suggestions, industry partners can explore this multi-layered scene with spryness and reason. Difficulties and valuable open doors lie ahead, and the way forward will be enlightened through a significant comprehension of shopper conduct.

The research was meant to look at and dissect the shopper mentalities and conduct expectations concerning the acquisition of Engine Soul and Fast Diesel at the retail outlets worked by the oil companies in Vadodara, India. The review recognized three significant examination targets: to evaluate shopper insight about the quality and amount of the item, explore the degree of value responsiveness, and study the meaning of actual vicinity and comfort.

The study discovered that buyers in Vadodara are profoundly delicate about the quality and amount of the fuel items sold at oil retail outlets. Customers anticipate top-notch fuel items that meet their assumptions and will follow through on a superior cost. The investigation additionally discovered that buyers are

exceptionally cost delicate and will change to other fuel brands assuming they see that the expenses at fuel retail outlets are excessively high.

The study additionally discovered that actual nearness and accommodation are critical variables that impact buyer conduct and perspectives towards fuel buys. Customers like to buy fuel items from retail outlets close to their homes or work environments and deal with advantageous administrations like fast refuelling, clean bathrooms, and amicable staff.

The research recognized a few factors that influence consumer loyalty, including effective administrations, good manners of workers, and simplicity of approach. The investigation discovered that buyers are bound to be happy with their fuel buys, assuming they get incredible client care and have a cheerful involvement with the retail outlet.

Furthermore, the research suggests that fuel should focus in on building areas of strength for a picture and notoriety by showcasing and publicizing efforts that feature the quality and dependability of its fuel items. The concentrate likewise recommends that oil companies use innovation to upgrade the client experience, for example, by presenting portable instalment choices, offering continuous fuel costs, and giving customized offers and advancements.

The research has a few ramifications for the fuel retail industry in India. The discoveries recommend that fuel retailers need to zero in on gathering buyer assumptions and inclinations to stay serious on the lookout. Fuel retailers ought to put resources into working on the nature of their items, offering severe costs and advantageous assistance to draw in and hold clients.

The concentrate also features the significance of consumer loyalty and its role in building brand steadfastness and notoriety. Fuel retailers should zero in on giving brilliant client care and creating a positive client experience to improve consumer loyalty and dedication.

Lastly, the research gives significant experiences into the shopper's mentalities and social goals concerning the acquisition of Engine Soul and High-velocity Diesel at retail outlets in Vadodara. The review features the significance of figuring out buyer inclinations and assumptions and creating techniques to live up to those assumptions. The concentrate additionally gives proposals to retail outlets to further develop its retail tasks and upgrade consumer loyalty. The discoveries have a few ramifications for the fuel retail industry in India, underscoring the requirement for fuel retailers to zero in on gathering customer assumptions and inclinations to stay serious on the lookout.

Understanding customer conduct in the oil retail area isn't only an academic activity; it is the foundation of crucial decision-production for industry partners. As we've investigated the diverse scene of purchaser decisions, it becomes clear that petrol retailers should explore a complicated transaction of elements to flourish in a profoundly severe market. In this part, we present an extensive arrangement of proposals that envelop both quick and long-haul methodologies to shape the fate of oil retail in India.

1. Focus on Item Quality and Consistency: Petrol retailers should put resources into thorough quality control gauges, guaranteeing severe adherence to industry principles. Item quality ought to be non-debatable. Routine testing and straightforward detailing of value measurements can cultivate buyer trust. Carry out substantial inventory network-the-board frameworks to keep up with predictable item quality across all outlets. Embrace innovative progressions for constant observing and quality confirmation.
2. Estimating Procedures Lined up with Customer Sensitivity: Consistently screen fuel costs and utilize dynamic valuing techniques to stay cutthroat in an unstable market. Straightforward estimating correspondence is crucial for assembling trust. Broaden evaluating models to offer worth-

based choices, for example, devotion programs, packaged administrations, or enrollment benefits. Investigate organizations with monetary establishments for fuel-related financial administrations.

3. **Construct and Sustain Brand Loyalty:** Government-possessed OMCs ought to use their laid-out dependability. Confidential players ought to put resources into building solid, separated brand characters. All retailers ought to improve straightforwardness and correspondence with purchasers. Foster thorough steadfastness programs that give customized rewards and advantages. Centre around making long-haul connections as opposed to conditional collaborations.
4. **Upgrade Accommodation and Accessibility:** Streamline the design and tasks of retail outlets to expand comfort. Guarantee broadened working hours and put resources into client-driven administrations like clean bathrooms and all-around supplied general stores. Investigate open doors for imaginative accommodation contributions, like drive-through powering, advanced request ahead choices, and curb side help. Extend the organization of electric vehicle charging stations to care for developing shopper needs.
5. **Embrace Maintainability and Ecological Initiatives:** Effectively participate in ecological drives, for example, tree-establishing enterprises, reusing projects, and waste decrease endeavours. Convey these endeavours to purchasers to exhibit corporate obligation. Put resources into cleaner fuel choices, environmentally friendly power sources, and a green foundation. Team up with essential partners to align with public and worldwide manageability objectives.
6. **Influence Special Elements for Differentiation:** Investigate organizations with neighbourhood organizations, like cafés and restaurants, to upgrade the general client experience. Centre around visual style and neatness to make an intriguing air. Ceaselessly enhance with themed encounters, select

advancements, and confined contributions. Make vital, vivid encounters that put your outlets aside from contenders.

7. Embrace Digitalization and Innovative Advancements: Foster easy-to-understand portable applications and online stages for buyers to access ongoing valuing, advancements, and steadfastness program subtleties. Guarantee a consistent computerized instalment experience. Explore the capability of arising innovations, for example, blockchain for straightforward store network the board and artificial consciousness for prescient valuing and shopper conduct examination.
8. Remain Informed and Adjust to Strategy Changes: Lay out a committed group to screen and examine government strategies connected with fuel valuing, sponsorships, and ecological guidelines. Keep purchasers informed about arrangement-driven changes. Proactively draw in policymakers to add to informed navigation. Advocate for approaches that help manageability and development in the business.
9. Investigate Elective Fills and Electric Vehicles: Start offering elective powers like packed gaseous petrol (CNG) and investigate organizations with electric vehicle makers for charging foundations. Put resources into innovative work of cleaner, feasible powers. Consider joining hydrogen powering stations and a quick charging framework for electric vehicles.
10. Address Diverse and Territorial Variations: Direct district explicit customer conduct investigations to distinguish novel inclinations and requests. Tailor showcasing and administration contributions appropriately. Foster limited showcasing procedures that resound with the social and provincial upsides of various client sections. Cultivate people group commitment through district explicit drives.
11. Put resources into Worker Preparation and Engagement: Guarantee representatives are thoroughly prepared in client care, item information, and wellbeing conventions. Cultivate a culture of pleasantness and

supportiveness among staff. Execute progressing preparation and advancement programs. Perceive and compensate exceptional workers to lift the general mood and inspiration.

Thus, the fate of petrol retail in India is dynamic and loaded up with potential open doors for the people who comprehend and align advancing purchaser conduct. These suggestions act as a guide for petrol retailers, both government-claimed OMCs and confidential players, to really explore this perplexing scene. By focusing on item quality, embracing supportability, utilizing remarkable variables for separation, and remaining light-footed in adjusting to changing buyer inclinations and industry elements, petrol retailers can flourish and lead the way toward an additional shopper-driven and feasible future for the area.

The Oil companies in India in future might lead on their way to face the increased pressures in the highly increasing demands and to measure on the fuel and fuel products. the consumer is more sensitive with the factors as it aligns with the consistency and to get in with the competitive position and grow to gain benefits in the dynamic world. The Vadodara consumers are also price-sensitive with the purchases and work with the position to get in with adaptive strategies to price and embrace transparency and attracting the consumers.

The increased competition also needs to be considered with which they can help in the growth of the strong reputation brand and in the intense competition and work with the customers. Also, the plan is on quality and with the reliability with the research and retain with the customer loyalty. The technology growth might also lead a better work that needs to be embraced with the approach that is more consumer-centric and growing along with the legal compliances ensured.

Thus, from the overall research the expected outcomes can be from the future of oil retail in India seems to be reframed with the preference of consumers in the perspective of the prices, requirements, services, and convenience, and with the quantity. With the adaption of these strategies and expectations and the leveraged

journey of technology and to be marketed to get in with the positive reputation in the market and to likely be into the key strategies with the industry success and growth.

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Appendix

Interview Questionnaire

1. How do you think that the oil companies have evolved and grown since its inspection and what are the milestones that company has achieved?
2. How often do you visit to ensure cleanliness and convenience of the customer by offering additional facilities?
3. What challenges do you think that the company faces in the current business landscape dynamics?
4. The industry has made efforts towards environmental responsibility. If yes, then How?
5. What strategies are you integrating in to maintain a strong connection with the customers?
6. In your opinion, how are the fuel choices of customers and their behaviour is changing?
7. What Value Added Services are you offering to attract the customers to be retained with your outlets?
8. Do you think that these promotional offers and VAS helps you to retain the customers, or it is entirely about the quality?

Survey Questionnaire

1. Retail outlets offers attractive promotions, and discounts. Does this promotional strategy drive the consumer behaviour and intentions?
Yes
No
Maybe
2. Cleanliness is the driving force that can drive your purchasing decision with the alteration of customer decision and attitude towards the outlets.

Yes

No

Maybe

3. As a customer do you believe in the quality over pricing, and are you willing to pay high if the density and quality of MS and HSD is better?

Yes

No

Maybe

4. If you find something unusual or no cleanliness than do you prefer to give feedback?

Yes

No

Maybe

5. The more convenient the location is, the more it is preferable to visit. Do you agree?

Yes

No

Maybe

6. Do you believe that the quantity of the fuel dispensed at retail outlets is accurate?

Yes

No

Maybe

7. Do you believe that the restroom facilities at the retail outlets satisfactory and clean?

Yes

No

Maybe

8. Have you switched to the brands and other retail outlets on the perspective of the price differences.

Yes

No

Maybe

9. Do you select that the retail outlets with the UPI and Card payments to have ease of payments and avail better services?

Yes

No

Maybe

10. Do you find for such retail fuel outstations that offer the services of gas filling, tyre check, and other value additions to embrace your experience and get a one stop solution.

Yes

No

Maybe

