

## **ABSTRACT**

**“Destiny is not a matter of chance,  
but it is a matter of choice.**

**It is not something to be waited for,  
but it is a thing to be achieved”.**

The above saying is apt for the mandarins of Marketing especially in the field of Petroleum Product Marketing. It requires in depth understanding of the market demography and related consumer attitudes coupled with behavioural intentions. Consumer behaviour within the petroleum sector is influenced by a diverse range of factors and behaviour including price sensitivity, product notion w.r.t. quality & quantity, brand loyalty and a growing environmental consciousness. Due knowledge of such factors and their influence is necessary for industry leaders to understand on how to position themselves in a highly competitive market environment.

The aim and objective of the present study is to understand the complex nature of consumer behaviour in this petroleum sector, in particular regarding the factors that influence consumers to choose one a particular petrol or diesel outlet over the other, in the City of Vadodara and its surroundings. In order to offer strategic insights into the role that price sensitivity, value-added services, corporate image, product quality coupled with accurate quantity play in the petroleum retail sector, the study employs a four-aspect framework to present findings for retailers, policymakers, and researchers. The study reveals the market dynamics and consumer attitudes that are very useful to industry players as they try to

promote the growth and development of the petroleum industry. The study also provides several implications by covering the role of technological disruptions, regulatory changes, socio-cultural factors, and emerging trends occurring in the industry to identify future research directions that could enlighten us further about consumer behaviour.