

Analysis Of Customer Relationship Management And Services Marketing In Petroleum Retail Outlets In India

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ABSTRACT

Owing to globalization, an excessive degree of competitiveness, along with an organization's work culture, the Indian scenario has been altering radically. Petroleum is a commodity of "product with the same price". This field was conquered by the Indian Government for more than half a millennium, where marketing had no or else very lesser involvement. This study analyzes Customer Relationship Management (CRM) and services marketing in petroleum Retail Outlets (ROs) in India. By designing a set of questionnaires concerning the CRM and marketing strategies in petroleum, the presented study is conducted. The questionnaires were distributed to 700 participants of which only 657 respondents have been gathered from the survey; also, 43 respondents were rejected since the response is not clear. The questionnaires were prepared by utilizing a 5-point Likert scale. The quantile regression of price changes and the stock market, consumption of fuel, consumer preference and reliability in petroleum outlets, and consumer preference choice were analyzed and tested. The result exhibited that the customer relationship and marketing strategies enhanced the profit of the petroleum business and sustained the market.

Keywords: Petroleum, customer relationship management (CRM), fuel, retail outlet, marketing strategies.

1. INTRODUCTION

CRM is utilized for defining the process of creating and maintaining relationships with business consumers [1, 2]. Customer behavior, expectation, and habit have changed and are still evolving. As there is an overlap between general and petro-retail customers, customer behavior toward petro-retailing is also changing [3, 4]. Over the last few years, a significant change was there in the developed economies' market structure regarding the transformation as of an emphasis on physical goods production to intangible service production. Also, a main change from a commoditized market to a service-centric market worldwide has been witnessed by fuel retail; also, this is just as applicable to the Indian context too [5, 6]. In energy consumption, India is the third-largest globally with a demand of 4.1 million barrels each day; also, it is expected to grow in demand yearly. As per International Energy Agency (IEA), India is predicted to be the leading oil importer worldwide by 2025. There is a mounted competition to capture market share along with fuel customer retention, with the retail fuel sector's opening in India to the private sector [7, 8, and 9]. Owing to the safety, inherent health, and environmental (HSE) risk related to the exploration, processing, production, drilling, along with distribution activities, the Oil and Gas (O&G) industry is greatly regulated [10, 11].

In India, the crude oil products' retail promotion is mainly done by the public sector Oil Marketing Companies (OMCs) like (1) Bharat Petroleum Corporation Limited (BPCL), (2) Mangalore Refinery & Petrochemicals Limited, ESSAR, (3) Bharat Oman Refineries Limited, (4) Indian Oil Corporation Limited (IOCL), (5) Hindustan Petroleum Corporation Limited (HPCL), (6) Shell, Reliance, et cetera [12]. Almost 85000 fuel stations are there in India of which only 8000 belong to private players, whereas the balance majority part is with Public sector state-run oil marketing companies (PSUs) [13]. The petroleum RO, which has a single line of products by serving a high range of items constantly with superior Service Quality (SQ) in contrast to its competitor, is a chain store [14]. With the high involvement of distribution scale, the Indian oil market has a larger production zone. The ROs are one of the greatest surveillance from market competition that have provided services for years. The consumption of two-wheelers and four-wheelers is mounting every year in India. This would create a high demand for fuel and it will automatically increase the price [15, 16]. The O&G industry, which has received significant attention in risk management, is one of the numerous industries. In today's scenario, petroleum corporations are more competitive to fulfill the customer expectations of fuel consumption; also, they introduce

numerous schemes for attracting customers. For establishing their ROs, the policy for private petroleum corporations is liberalized by the government, which brings more competition among the service providers [17, 18]. This presented research methodology analyzes the CRM and services in marketing, petroleum ROs, and factors and strategies that make a profit out of the petroleum business, and a well-structured questionnaire survey was conducted to analyze the customer relation management and petroleum RO. Figure 1 elucidates the graphical representation of CRM with the petroleum RO,

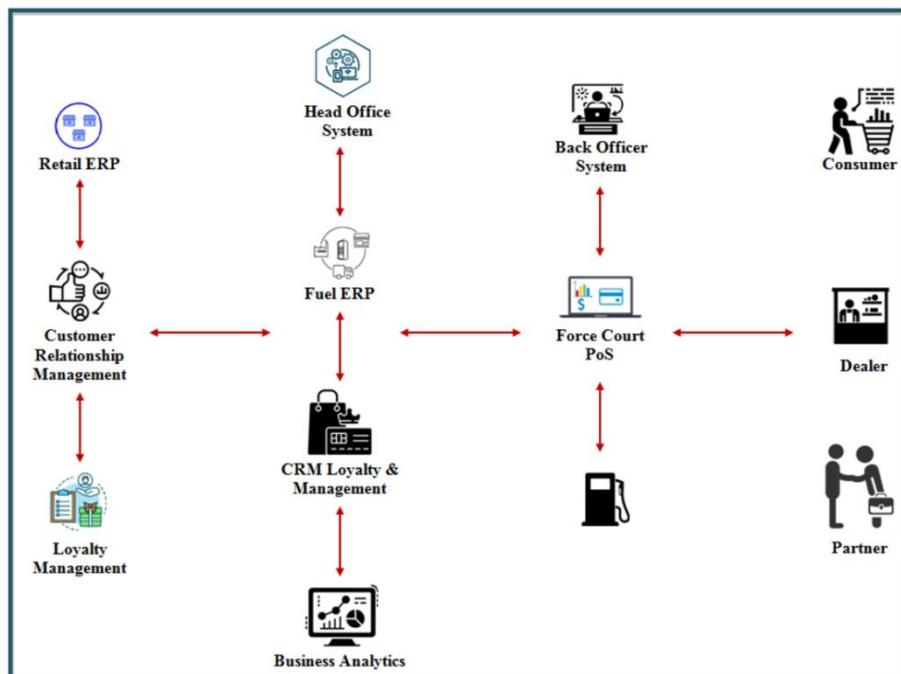


Figure 1: Analysis of CRM and marketing of retail petroleum outlet

The remaining part is arranged as: the prevailing methodologies are explicated in section 2; the presented system is explicated in section 3; the outcomes are discussed in section 4; the paper is wrapped up in section 5.

2. RELATED WORK

N. Priyadharshini and S. Divya [19] intended to identify the petrol ROs for the consumer's consuming behavior along with the level of consumers' importance to several services in petrol ROs. Moreover, it evaluated the services wielded by the consumers in petrol ROs. A 50 sample size was collected in Coimbatore city by utilizing a convenience sampling technique. Here, almost all respondents were male and were under the age of 16-25 years and 26-35 years. The outcomes displayed that almost all respondents were feeling the same petroleum ROs and ICOL was preferred by most of the respondents. In addition, the result concluded that most of the respondents gave importance to the air pressure checking and restroom services, and utilized these services regularly in petrol outlets. But, fewer data were collected for the performance.

Dinh Hoang Bach Phan et al. [20] scrutinized how different Stock Returns (SRs) of oil producers and consumers were affected by oil price changes. For examining the oil price returns' impact on the SRs of crude oil consumers, the producer sector, along with subsectors, the Generalized Autoregressive Conditional Heteroskedasticity (GARCH) regression technique was wielded. The result concluded that a mount in oil price had a positive effect on oil producers' SRs; however, it had a negative effect on oil consumers' SRs. Moreover, for most sub-sectors, the oil price returns had an asymmetric impact on SRs.

Yahaya Y. Yusuf et al. [21] explored the link among the competitive objectives, agile Supply Chain (SC) dimensions, along with business performance in the UK North Sea upstream O&G industry. It attained 880 sample SC managers in the UK O&G industry; also, a 17.8% net response rate was attained. For reliability as well as validity tests, the statistical test was wielded. Moreover, for normality, the KS statistical test was utilized. By utilizing a one-way ANOVA analysis, the non-response bias was identified. As per the outcomes, a deep insight into agility's characteristics that are mostly related to the O&G industry was provided by the SC agility's dimensions and attributes. But, a weak correlation was seen among dependability, cost reduction, agility, along with flexibility.

Mohammad Akhtar and Sushil [22] examined the factors of strategic planning, strategy implementation, SPM system design and issues, feedback, strategic flexibility, Strategic Performance Measurement (SPM), information system flexibility, and learning of 2 Indian oil companies of Oil and Natural Gas Corporation Ltd.

and Oil India Ltd. The SPM system was utilized to ensure their capability to be as flexible as required circumstances. Lastly, the outcome concluded that the dynamic model's formation ensured that the organization's strategy was being translated into attainable goals and driving enterprise-wide performance enhancement and it had low flexibility.

Rakesh D. Raut et al. [23] detected the Critical Success Factors (CSFs) of encouragement for the employment of Sustainable SC Management (SSCM) in the Indian O&G industries. To establish mutual relationships, the Interpretive Structural Modeling (ISM) technique was utilized. As per the outcomes, the CSFs concerning sustainability were detected and analyzed the dependence power and sustainable CSF in the O&G field by utilizing Matrices' Impacts Croises Multiplication Applique and Classment (MICMAC) assessment.

Pradeep Kumar Tare et al. [24] evaluated the inhibitors of SC Complexity (SCC) along with SC Sustainability (SCS). Also, it examined the relationship to enhancing the Petroleum SC's sustainable performance (PSC) with the considerable effect on the surrounding. To examine the relationship between the inhibitors, the combined technique of the Analytic Hierarchy Process (AHP) together with ISM was utilized. The outcomes indicated that almost all the SCS inhibitors like institutional pressures strategic deficiency of strategic supplier alliance as well as market threats acted as SCC inhibitors' drivers like customer complexity, horizontal complexity, along with technological complexity. But, since this technique evaluated inhibitors in constrained Indian petroleum companies, it could be considered exploratory.

3. RESEARCH METHODOLOGY

This study is conducted for evaluating CRM and services marketing in petroleum ROs. Here, the methodology adopted is simple random sampling grounded on a structured questionnaire and quantitative research. The primary data questionnaire as of a sample size of 700 respondents was chosen from the Kanyakumari district. By utilizing the 5-point Likert scale, the questionnaire is prepared. The questionnaire comprised several services, which are directly or else indirectly employed in the gas station. Out of 700 respondents, the survey was completed by 657 respondents, whereas the balance 43 respondents did not reply to the structured questions properly. Also, the secondary data were gathered from journals, websites, papers, along with books and reviews. The quantile regression of price changes and stock exchange, transportation of quantile regression, consumption of fuel, and consumer preference for the petroleum station were analyzed. Figure 2 exemplifies consumer preference and SQ.



Figure 2: Graphical representation of consumer preference and service quality

Simple statistical tools like percentage analysis and chi-square were utilized for analyzing the data interpretation. Therefore, the questionnaire distribution and collection counts are presented in a tabulation format in Table 1,

Table 1: Analysis of questionnaire distribution and the respondent collection count

Questionnaire distribution count	Accepted response count	Rejected response count
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700	657	43
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Here, for empirical assessment, the data's collective response is wielded. The main objectives of the profit out of the petroleum business are considered in the research methodology. Since the respondents diverge in gender, marital status, age group, position, et cetera, a simple random sampling mechanism was wielded for gathering data from the respondents. Also, it collected information about the factors for the strategies to make a profit in the petroleum business and the relationship of customer management and services in marketing in petroleum outlets. Table 2 evaluates the selected respondents' demographic characteristics,

Table 2: Demographic characteristics of the respondents

(a)		
Age	Count	Percentage
21-30	203	30.89%
31-40	216	32.87%
41-50	134	20.39%
Above 50	104	15.82%

(b)		
Gender	Count	Percentage
Male	361	54.94%
Female	296	45.05%

(c)		
Education background	Count	Percentage
School-level	63	9.58%
Degree level	259	39.42%
Diploma	55	8.37%
Professionals	178	27.09%
Others	102	15.52%

(d)		
Monthly Income	Count	Percentage
<5000	40	6.08%
Rs.5000-20000	213	32.42%
20000-50000	281	42.77%
50000-100000	80	12.17%
>100000	43	6.54%

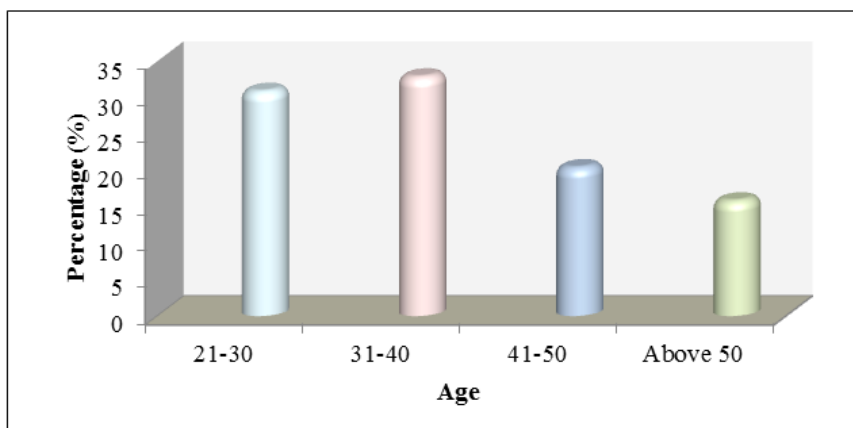
The above table displays the respondents' details given concerning their age, educational background, gender, along with monthly income.

⇒ **Age:** The respondents' age details are illustrated in Table 2 (a). Almost all respondents were from the under 31-40 age group, that is, 32.87%, followed by the 21-30 age group, that is, 30.89%, 41-50 age group, that is, 20.39%; also, a low percentage (15.82%) was attained by the above 50 age group.

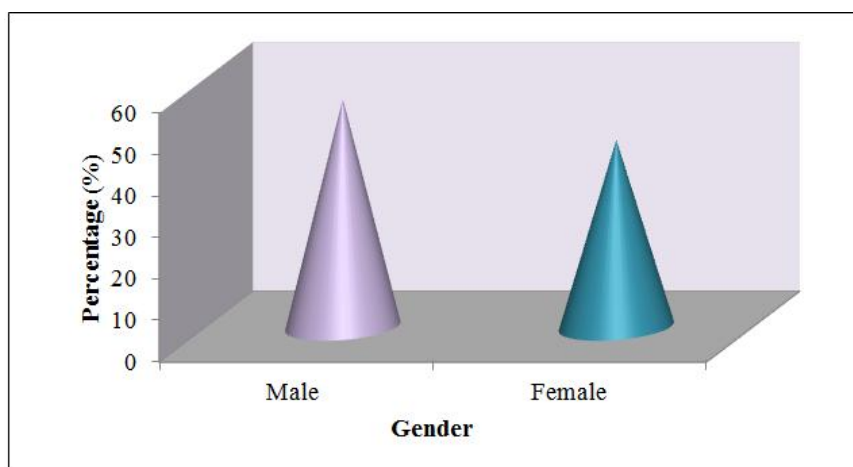
⇒ **Gender:** The respondents' gender is demonstrated in Table 2 (b). The gender is classified as male and female. The percentages of male and female respondents are 54.94% and 45.05%, correspondingly.

⇒ **Education background:** The respondents' educational details are explicated in Table 2 (c). The school level, degree level, diploma, professionals, and other educational backgrounds are given in the table. Almost all respondents were qualified at degree level, which is 39.42%, followed by professionals, a percentage is 27.09%, the others are 15.52%, school level is 9.58%, and diploma had a low percentage, which is 8.37%.

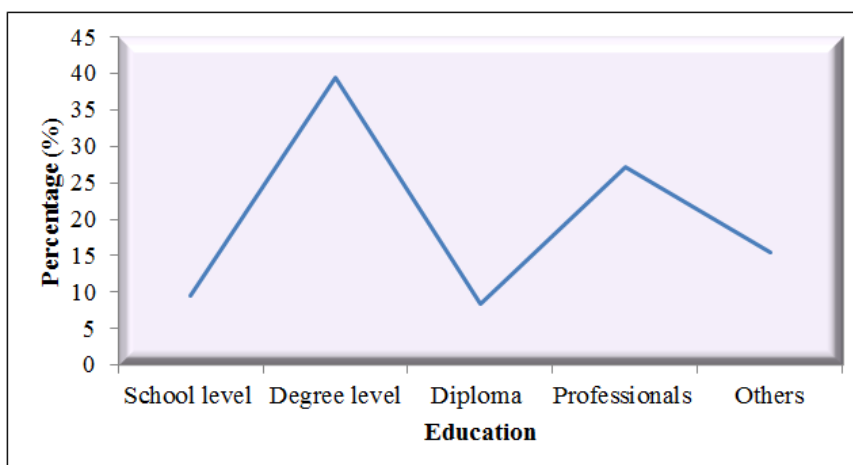
⇒ **Monthly Income:** Table 2 (d) displays the respondents' monthly income. The respondents below 5000 are 6.08%, the respondents' monthly income between 5000 to 20000 is 32.42%, the respondents' monthly income between 20000 to 50000 is 42.77%, the respondents' monthly income between 50000 to 100000 is 12.17%, and the respondents' monthly income above 100000 is 6.54%. Comparing all the respondents from the above table, the monthly income between 20000-50000 achieved the highest percentage. Figure 3 depicts the graphical representation,



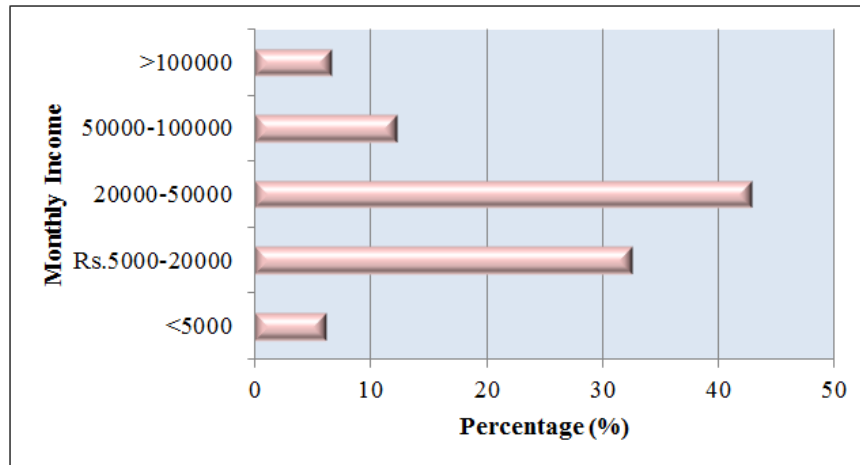
(a)



(b)



(c)



(d)

Figure 3: Graphical representation of (a) ages (b) Gender (c) Education (d) Monthly Income

3.1. Quantile regression of price changes and stock market

The quantile regression model was utilized for exploring the dependence of petroleum price changes along with the industry of stock market returns in India. It is the standard regression extension. The value of ε_i conditional on the regressor in τ -th quantile is 0 was assumed in this method. After that, τ , the quantile condition model of n_i and m_i is specified as,

$$Q_{n_i}(\tau | m) = \alpha(\tau) + m_i \rho(\tau) \quad (1)$$

Where, $0 < \tau < 1$, $Q_{n_i}(\tau | m_i, \alpha)$ signifies the τ -th conditional quantile of n_i , the estimated parameter in the equation is the $\beta(\tau)$, and α is considered as the unobserved effect. Also, m denotes the dependent variable of the assumed variables. The conditional distribution is estimated grounded on the coefficients of the τ -th quantile of τ ,

$$\beta(\tau) = \arg \min_{\beta \in R^p} \sum_{i=1}^n \rho_i(n_i - m_i \beta(\tau) - \alpha(\tau)) \quad (2)$$

Where, the check function is indicated as $\rho_i(u) = u(\tau - I(u < 0))$ and an indicator function is exemplified as $I(\cdot)$. Since the residuals are split into positives as well as negatives by this technique and give weights of τ and $1 - \tau$, the estimator is robust.

Here, the structural breaks' onset is considered for evaluating the various effects of petroleum price changes on the industry stock market in the period. Here, equation (1) is transformed into,

$$Q_r(\tau | m) = \alpha(\tau) + \beta(\tau) \text{petroleum} + \sum_{j=1}^n \delta_j(\tau) D_j \text{petroleum} \quad (3)$$

Where, r is the monthly real industry stock market outcomes, the real oil price changes are the petroleum, and dummy variables are represented as D_j , which equals 1 if returns are in the period after the j -th break eruption and returns 0 if before. The D_j indicates the dichotomous variables that change the petroleum price changes' effect on the stock market. The effect of petroleum price changes on individual industries' returns is estimated by this mechanism. The $\beta(\tau)$ is used for measuring various conditional variables' marginal effects in the non-break sub-period of every single quantile. Also, $\delta_j(\tau)$ is used for measuring the reliance caused by the j -th break. The $\beta(\tau)$ and $\delta_j(\tau)$ were wielded for identifying the degree along with the crisis-special change of reliance between the industry stock and petroleum market across quantiles. The real petroleum price changes' full effects could be computed to examine the partial derivatives of petroleum.

$$\frac{\partial Q_r(\tau | m)}{\partial \text{petroleum}} = \beta(\tau) + \sum_{j=1}^n \delta_j(\tau) D_j \quad (4)$$

Here, the segment index is signified as j , and the breakpoints are explicitly treated as unknowns. With breakpoint j , the residuals \hat{e}_j as of one regression for every single sub-sample and residuals \hat{e} from the entire technique through,

$$F_j = \frac{\hat{e} \hat{e} - \hat{e}_j \hat{e}_j}{\hat{e}_j \hat{e}_j | (n-2k)}, j = n_h, \dots, n - n_h (n_h \geq k) \quad (5)$$

This method is extended for testing for 0 versus L breaks and L vs L+1 breaks. Better information criteria are provided by the sequential procedure for selecting the breakpoints.

3.2. Transportation quantile regression

Table 3: Analysis of quantile regression of transportation

Industry		Q _{0.05}	Q _{0.1}	Q _{0.25}	Q _{0.5}	Q _{0.75}	Q _{0.9}	Q _{0.95}
Transportation	β	2.436**	2.146**	-0.054	0.117	-0.102	0.061	-0.025
	δ ₁	-0.248	0.005	1.331	-0.017	0.187	-0.053	-0.663
	δ ₂	-1.671***	-1.842***	-1.123*	0.221	-0.553**	1.113***	2.133**
	δ ₃	-0.643	-0.366	-0.923	-2.433**8	-3.289***	-4.601***	-5.537***

The statistical significance at 1%, 5%, and 10% levels are denoted as *, **, and ***, correspondingly. The aforementioned table demonstrated the transportation industries with the general index. The industry's dependence on transportation is more severe. The quantile values range from 0.05, 0.1, 0.25, 0.5, 0.75, 0.9, and 0.95. Also, it justified the significance of examining the reliance between petroleum price changes and stock market returns at the industry level. The industry of transportation's dependence on petroleum price changes is heterogeneous. The changes in the petroleum price impact the 0.05 and 0.10 quantiles of the transportation industry's SRs. Petroleum may indirectly or directly affect the industry of transportation. Various industrial features like regulation, cost structure, and competition are dissimilar dependence degrees on petroleum. The evidence could aid in minimizing stock market fluctuations for policymakers. Since the policy requirement might differ by industry, it is significant to access the industries' dependence on the petroleum retail market.

3.3. Consumption of a fuel

Table 4: Analysis of consumption of fuel in a week

Income	Consumption of fuel in a week		
	1-5	6-10	11-15
<5000	83.66	16.37	-
Rs.5000-20000	50	44.42	5.58
20000-50000	56.26	37.4	6.25
50000-100000	66.62	100	-
>100000	-	100	-
Chi-square analysis			
Factors	Degree of freedom	Calculated value	Table value
Income vs consumption of fuel in a week	8	1.603	15.509

Table 4 represented the respondents' income and consumption of petroleum fuel in a week. The respondents' income below 5000 consumes 83.66% of 1-5 litres of petroleum fuel in a week, followed by 16.37% of 6-10 litres of petroleum. 50% of the income between 5000-20000 consume 1-5 litres of petroleum fuel in a week, followed that 44.42% in 6-10 litres of petroleum in a week and 5.58% in 11-15 litres of petroleum consumes in a week. The respondents' income between 20000-50000 consumes the majority of which 56.26% consume 1-5 litres of petroleum in a week, followed by 37.4% and 6.25% in 6-10 litres and 11-15 litres in a week. The respondents between 50000-100000 consume higher petroleum fuel, that is, 6-10 litres in a week, followed by 66.62% of the respondents who consumes 1-5 litres in a week. Also, respondent above 100000 consumes 6-10 litres of petroleum consume in a week. It displayed that the majority of the respondent of income Rs. 20000-50000 consumes 1-5 litres of petroleum fuel. The chi-square test is applied for finding the degree of relationship between income and consumption of petroleum fuel in a week. As per the outcomes, the calculated value is lesser than the table value, which is 1.603 < 15.509, which depicts the relationship between the variables.

3.4. Consumer Preference and Reliability in petroleum outlet

Table 5: Analysis of the reliability of consumer preference in petroleum outlet

Statement	Minimum rating	Maximum rating	Mean	Standard deviation
S1-Dependable service at the pumps	2.00	5.00	4.5000	.45963
S2-Fast fuel service at the pumps	1.00	5.00	4.3172	.74917
S3-Service done at the ordinary sequence	2.00	5.00	4.7761	.74383
S4-Actuate fuel service at the pumps	1.00	5.00	4.4822	.50111
S5-Consistent in service performance	2.00	5.00	4.7178	.45147

The above table represents the analysis of the reliability of consumer preference in petroleum outlets. The statement of service done at the ordinary sequence achieved a high mean value, which is 4.7761. Moreover, the fast fuel service at the pumps achieved a high standard value, which is .74917. The consistent in-service performance achieved the second highest mean value, which is 4.7178, followed by dependable at the pumps (4.5000), actuate fuel service at the pumps (4.4822), and fast fuel service at the pumps (4.4822). The actuate fuel service at the pumps achieved the second-highest standard deviation value, which is .50111, followed by dependable service at the pumps (.45963) and consistent service performance, which is .45147. The SQ indicators had a mean score of between 4.3172 and 4.7761, which means that they were all rated as important and very important by most of the respondents in determining their choice of retail petroleum outlets.

3.5. Factors that influence the choice of petrol stations by consumers

Table 6: Consumer choice of petrol station

Statement	Mean	Standard deviation
S1-Price of fuel is cheaper	4.5584	.49797
S2-Station has good accessibility	4.4822	.50113
S3-Station management has friendly	4.5656	.74381
S4-Station location is convenient	4.6361	.57885
S5-Station offers fuel on credit/invoice	4.3292	.78276
S6-Station accepts credit cards	3.0057	.87436
S7-Station is well-stocked and merchandised	4.3237	.78144
S8-Station has ample parking	4.3233	.78248
S9-Station has other facilities such as ATMs	3.2051	.85436
S10-Station has a food court/Cafe	3.9155	.82436

The above table represents the factor that influences the consumer choice of a petrol station. The table evaluates the mean and standard deviation for the given statement. Here, the station location conveniently achieved the high mean value, which is 4.6361 and the standard deviation is .57885. Also, the statement management has friendly, which achieved the second-highest mean value, which is 4.5656, followed by the price of fuel is cheaper (4.5584), the station offers fuel on credit and invoice (4.3292), the station is well stocked and merchandised and the station has ample parking (4.3233), the station has a food court and cafe (3.9155), the station has other facilities, such as ATMs (3.2051) and station accepts credit cards (3.2051). The S6 achieved a high standard deviation, which is .87436, followed by the S9 station has other facilities, such as ATMs (.85436) and the station has a food court and cafe (.82436), the station offers fuel on credit and invoice (.78276), the station has ample parking (.78248), station well stocked and merchandised (.78144), station management has friendly (.74381), the station has good accessibility (.50113), and price of fuel is cheaper (.49797). Comparing

all these statements, the station location achieved a high mean value. Figure 4 elucidates the graphical representation,

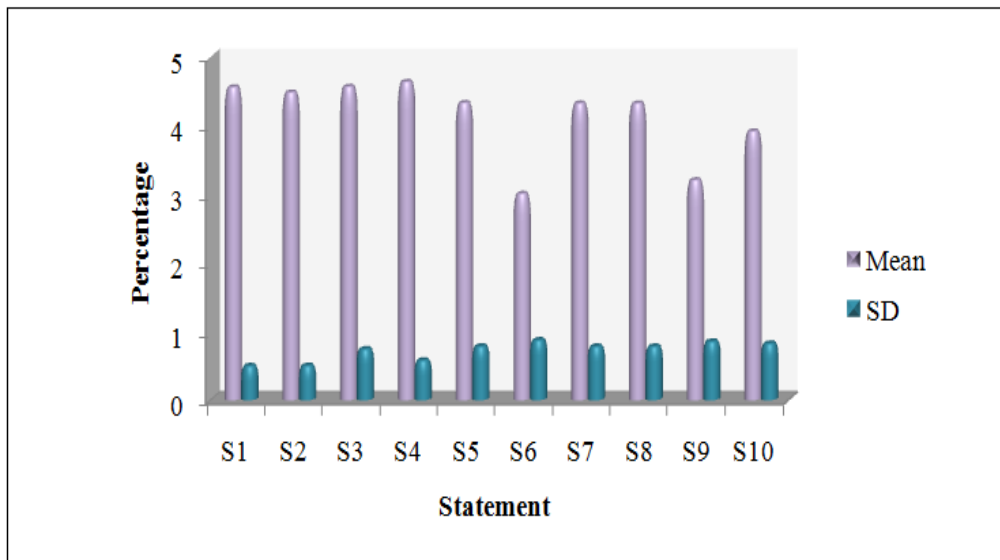


Figure 4: Graphical representation of Mean and standard deviation

4. RESULT AND DISCUSSION

This phase analyzes and discusses the data of the collected respondents through the descriptive evaluation of mean, standard deviation, and correlation. Here, the Pearson correlation coefficient is utilized for analyzing the preference of government fuel stations; also, it analyzed the services offered in petroleum ROs. Moreover, it analyzes and tests the reliability factors for CRM and marketing in petroleum ROs.

4.1. Pearson correlation coefficient

Table 7: Analysis of preferring government fuel station

Reasons for preference	1	2	3	4	5	6	7
Quick service	1	-	0.19	-	-0.10	-0.12	-0.06
Quantity	-0.15	1	0.06	-	0.02	0.02	0.37
Nearby house and workplace	-	-	1	-	-	-	-
Quality	-0.07	-	-0.06	1	-0.07	0.02	0.10
Convenient entrance and exit	-	-	0.18	-	1	-	-
Cafe on site	-	-	-0.37	-	-0.16	1	0
Convenient location	-	-	0.06	-	-0.05	-0.14	1

The above table evaluates the coefficients for the quick service, quantity, nearby house and workplace, quality, convenient entrance, and exit, cafe on site, and convenient location. The coefficient between the quick service and the nearby house is 0.19, which has a positive relationship between these factors. The relationship between the quick service, convenient entrance and exit, cafe on site, and convenient location are negatively correlated, which is -0.10, -0.12, and -0.06, correspondingly. The quantity is positively correlated with the nearby house and workplace (0.06), convenient entrance and exit (0.02), cafe on site (0.02), and convenient location (0.37), and is negatively correlated only with quick service, which is -0.15. The quality has a positive relationship between the cafe on-site (0.02) and the convenient location (0.10). The convenient entrance and exit is the only positive relationship between the nearby house and workplace. The cafe on site has a negative relationship between nearby houses and workplaces (-0.37) and quality (-0.16). The convenient location has positive relation between the nearby house and workplace, and the other related factors are having a negative relationship between the variables.

4.2. Regularity in Refueling

Table 8: Correlation analysis for the services offered

Correlation test		AT M	Restro om	Vehic le wash/ repair	Refreshme nts	Swee ts & snac ks	Groce ry	Boo ks	Mus ic	Motor accessor ies	Trav el agen cy
Regular ity in Refueli ng	Pearson Correlati on	-.076	.218*	-.086	-.027	-.123	-.154	-.245**	-.127	-.215*	-.241*
	Sig. (2- tailed)	.363	.016	.324	.759	.176	.075	.005	.143	.015	.008
	N	130	130	130	130	130	130	130	130	130	130

Source: Primary data analysis

The table analyzes the relationship between refueling petrol or else gas with services offered in retail stores. The correlation was utilized to test the factor and the significance value is 0.05. Here, in the ROs, the ATM services have a strong impact or else more association with customer refueling regularity. On the regularity pattern of refueling the petroleum ROs, the restroom services have a very low impact. In ROs, the vehicle wash and repair have a moderate impact on the regularity pattern. The refreshments of this facility have a strong association. In petroleum ROs, the sweets and snacks services have a medium impact on the ROs. In grocery, the grocery service exhibits a weaker relationship between the refueling patterns; also, it has a very low impact. Among consumers, the book services shops in petroleum outlets didn't provide any strong impact on the refueling pattern structure. The services of music displaying have a moderate relationship with the pattern of customer refueling in the outlet. The motor accessories and travel agencies had very lesser influence to make customers select a similar outlet to refuel. The outcomes indicated that the variables are higher than 0.05, this is considered more than significant value; also, there is an association between the regularity in refueling and services offered in petroleum ROs.

4.3. Reliability test results

Table 9: Analysis of the measurement accuracy

Construct		Mean	Standard deviation	Item total correlation	Chronbach Alpha	Factors loadings
CS	1	3.99	0.856	0.721	0.907	0.751
	2	3.87	0.813	0.799		0.81
	3	3.74	0.907	0.783		0.855
	4	3.83	0.831	0.826		0.93
PB	1	3.24	1.047	0.592	0.839	0.726
	2	3.12	1.031	0.647		0.76
	3	3.51	0.980	0.660		0.781
	4	3.51	1.006	0.524		0.513
	5	3.77	0.873	0.596		0.547
	6	3.77	0.867	0.671		0.659
CL	1	3.77	0.911	0.643	0.866	0.691
	2	3.86	0.863	0.726		0.815
	3	3.71	0.865	0.813		0.892
	4	3.52	0.892	0.701		0.764
RP	1	3.99	0.94	0.613	0.735	0.903
	2	3.91	0.973	0.680		0.806

The above table evaluates the reliability checking for Customer Satisfaction (CS), Perceived Benefits (PB), Customer Loyalty (CL), and Repeat Purchase (RP) and calculated the mean and standard deviation for these factors. The average value extracted, the composite reliability, along with the Cronbach Alpha coefficient were deemed enough. The CS and RP achieved a high mean value, which is 3.99 and the Cronbach alpha for these

factors are 0.907 and 0.735. The Cronbach alpha for PBs is 0.839 and CL is 0.866. The PBs achieved a high standard deviation value, which is 1.047 followed by RPs (0.973), CL (0.911), and CS (0.907). The factor loadings for CS, PBs, CL, and RP were identified. Comparing all the factors, the factor in RP achieved the highest factor loading, which is 0.903, followed by CL (0.892), CS (0.855), and PB (0.781). Comparing all the factors, the PBs achieved a low mean value, which is 3.12.

5. CONCLUSION

Since fuel stations are the only touchpoints for customers to get serviced, they play a significant role. Nowadays, to travel as of one place to another place for various purposes, almost all people utilize vehicles, that is, two-wheeler or else four-wheelers. For attracting people and fulfilling people's expectations of fuel consumption, varieties of schemes have been introduced by petroleum corporations. It makes more competition amongst the petroleum corporation for retaining the consumers and to be a leader in the market. In this situation, for establishing their ROs (Bunks), the policy for private petroleum corporations is liberalized by the government. This research study analyzes the CRM and marketing strategies in petroleum ROs in India. Also, this study is grounded on questionnaire distribution and collection. The questionnaire was distributed to 700 participants, and 657 respondents from Kanyakumari were considered. Descriptive statistics, that is, mean, standard deviation, and correlation is called for all the factors. Moreover, simple statistical tools, namely percentage analysis and the chi-square technique were utilized for analyzing the data interpretation. The outcomes exhibited that customer satisfaction and customer preference towards the petroleum ROs and their marketing strategies enhanced and sustained the petroleum business in the market. The study could be extended in the future by considering more populations to analyze the CRM and marketing strategies in petroleum RO and also increasing the item count.

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