

A Study on the Consumer Perception for Branded Fuels with Special Reference to Xtrapremium Petrol of Indian Oil Corporation Limited in Coimbatore City

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Abstract

Indian Oil's Xtrapremium Petrol is India's leading branded petrol boosted with new generation multifunctional additives known as friction busters that prevent deposition in the combustion chamber. Xtrapremium is custom designed to deliver higher mileage, more power, better pick-up, faster acceleration, enhanced engine cleanliness and lower emissions. In this study we have tried to assess the consumer awareness and usage pattern of Xtrapremium petrol and identify the best media of advertising for Xtrapremium petrol. We have given some suggestions to remove some myths from consumer mindset for a better product penetration and to thwart competition in the long run.

Introduction

India's flagship national oil company and downstream petroleum major Indian Oil Corporation Limited (IOC) is the 18th largest petroleum company in the world. It is currently India's largest company by sales with a turn over of Rs.2,85,337 crore and a profit of Rs.2,950 crore for the fiscal year 2008-2009. It is also the highest ranked Indian company in the prestigious Fortune 'Global 500' listing having moved up 11 places to the 105th position in 2009. Indian Oil and its subsidiaries account for approximately 48% petroleum products market share, 34% national refining capacity and 71% downstream sector pipelines capacity in India. With India's energy needs projected to grow by 40% in the next five years, the future is indeed full of promise for Indian Oil – a future the 31,700 strong Indian Oil team shall build as they fuel the dreams of over a billion of their countrymen. Indian Oil's products include Indane gas, auto gas, natural gas, petrol / gasoline, diesel, jet fuel, lubricants and greases, marine fuels and lubricants, kerosene, industrial fuels, bitumen, crude oil, and linear alkyl benzene besides special products like benzene, mineral turpentine oil, paraffin wax, raw petroleum coke, sulphur and toluene. Automotive petrol / gasoline is used in internal combustion spark ignition engines. Gasoline is a complex mixture of relatively volatile hydrocarbons and is derived from fractional distillation of crude petroleum with a further treatment mainly in terms of improvement of its octane rating. In view of the auto fuel policy issued by the Government of India, more and more stringent specifications (equivalent to EuroII, EuroIII & Euro IV) are being made applicable for the gasoline's being marketed in India. This has led to a reduction of the environmentally polluting factors in gasoline.

Xtrapremium Petrol

Indian Oil's Xtrapremium Petrol is India's leading branded petrol boosted with new generation multifunctional additives known as friction busters that prevent

Keywords

*Xtrapremium Petrol,
consumer awareness,
consumer perception,
usage pattern*

deposition in the combustion chamber. Xtrapremium is custom designed to deliver higher mileage, more power, better pick-up, faster acceleration, enhanced engine cleanliness and lower emissions. Xtrapremium is a most sought after fuel among discerning motorists and owners of new generation high performance cars have endorsed its unmatched performance. In terms of fuel system cleanliness, Xtrapremium is superior to any other alternative fuel in this segment. The friction modifier in this fuel drastically reduces friction in the non-lubricated engine area, thereby contributing to fuel economy. With the above advantages of Xtrapremium petrol, the potential for this product is huge but it needs more research on the consumer perception with respect to the price, awareness level of the advantages, usage method / pattern, satisfaction level and other factors that influence using the product regularly so that suitable strategies can be framed to position the product and hence this paper.

Objectives of the study

The following are the objectives of the study

- i. To assess the consumer awareness of xtrapremium petrol.
- ii. To assess the usage pattern of consumers for xtrapremium petrol.
- iii. To identify the best media of advertising for xtrapremium petrol.

- iv. To identify the most preferred factor that influences using xtrapremium petrol regularly and
- v. To assess the satisfaction level of regular users of xtrapremium petrol.

Research design

Descriptive research design is one that is concerned with describing the characteristics of a particular individual or a group of consumers who use the products. The descriptive study is typically concerned with determining the frequency with which something occurs.

Methodology and Data Collection

The present study is based on both primary and secondary data. Primary data was collected through personal interviews and field work using a structured questionnaire. Secondary data was collected from various journals, books and websites.

Sampling Process and Data Analysis

The researcher used Non-probability judgment sampling for selecting the sample respondents like professionals, business people and employees. The study consisted of 115 two wheeler and four wheeler users in Coimbatore city and was conducted in May 2011. Data obtained through questionnaire was compiled and tabulated. Percentages, weighted arithmetic mean and one way Anova were used to analyse the data.

Data Analysis and Interpretation

Data Analysis and interpretations are presented below:

Table 1: Preference of the respondents for fuels from different Companies

| Sl. No | Companies | No. of Respondents | Percentage |
|--------|--------------------------------------|--------------------|------------|
| 1. | Indian Oil Corporation (IOC) | 62 | 53.92 |
| 2. | Bharath Petroleum Corporation(BPC) | 38 | 33.04 |
| 3. | Hindustan Petroleum Corporation(HPC) | 15 | 13.04 |
| | Total | 115 | 100 |

It is inferred from the above table that 53.92% of the respondents prefer IOC, 33.04% prefer BPC and 13.04% prefer HPC.

Chart 1

Preference of the respondents for fuels from different Companies

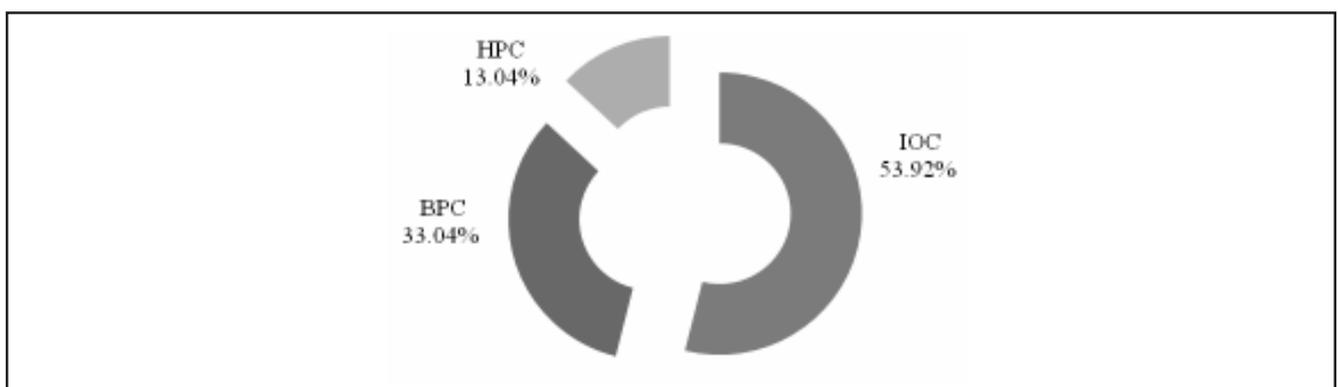


Table 2
Type of Petrol used by Non-IOC Customers

| Sl. No | Type of Petrol | No. of Respondents | Percentage |
|--------|-----------------|--------------------|------------|
| 1. | Ordinary petrol | 41 | 77.36 |
| 2. | Branded petrol | 12 | 22.64 |
| | Total | 53 | 100 |

It is found from the above table that 77.36% of non – IOC customers prefer ordinary petrol and 22.64% prefer branded petrol.

Chart 2
Type of petrol used by non-IOC customers

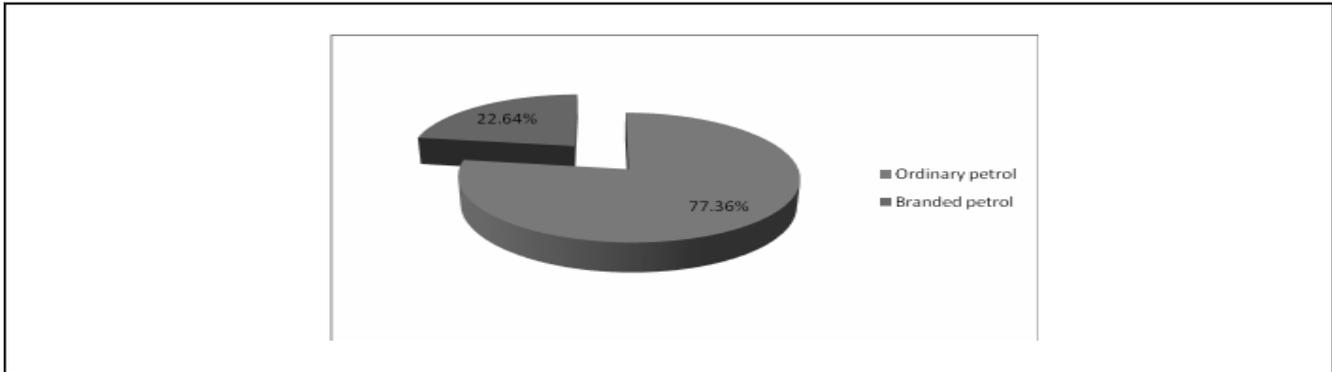


Table 3
General awareness of Xtrapremium Petrol

| Sl. No | AWARENESS | No. of Respondents | Percentage |
|--------|-----------|--------------------|------------|
| 1. | Aware | 104 | 90.43 |
| 2. | Not Aware | 11 | 9.57 |
| | Total | 115 | 100 |

It is inferred from the above table that 90.43% of the respondents are aware of xtrapremium petrol and 9.57% are not aware.

Chart 3
General awareness of Xtrapremium petrol

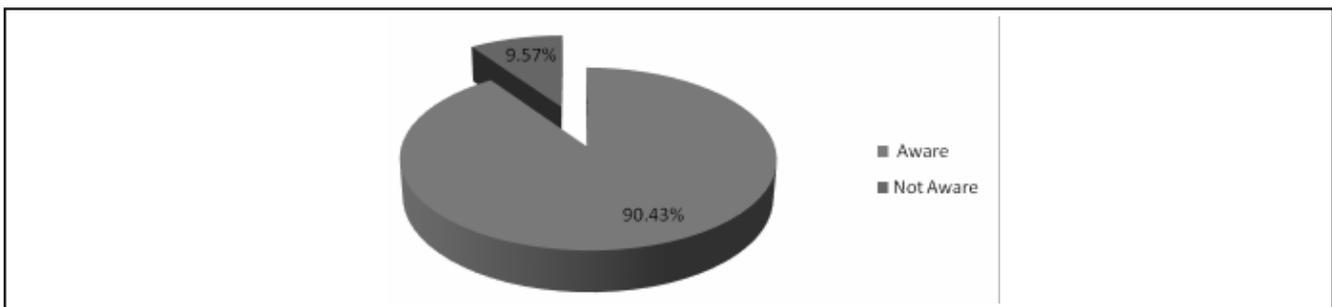


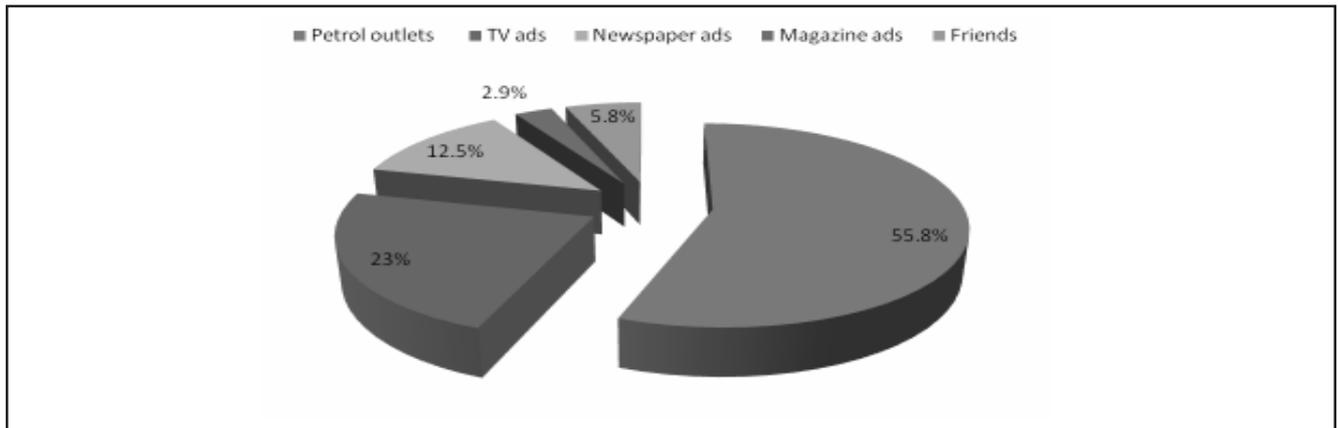
Table 4
Mode of awareness of Xtrapremium Petrol

| Sl. No | Mode of Awareness | No. of Respondents | Percentage |
|--------|-------------------|--------------------|------------|
| 1. | Petrol outlets | 58 | 55.80 |
| 2. | TV ads | 24 | 23.00 |
| 3. | Newspaper ads | 13 | 12.50 |
| 4. | Magazine ads | 3 | 2.90 |
| 5. | Friends | 6 | 5.80 |
| | Total | 104 | 100 |

It is inferred from the above table that 55.8% of the respondents became aware of xtrapremium petrol through

petrol outlets, 23% through TV ads, 12.5% through newspaper ads, 2.9% through magazine ads and 5.8% through friends.

**Chart -4
Mode of Awareness of Xtrapremium Petrol**



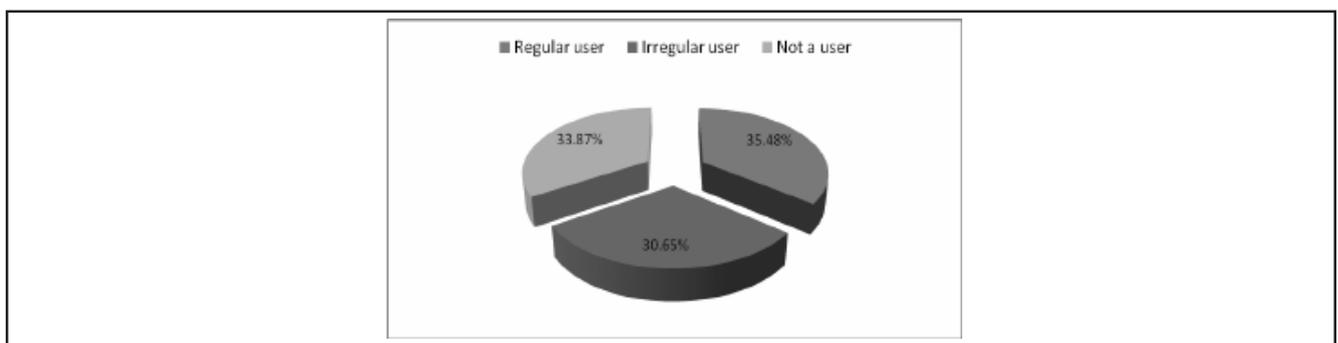
**Table 5
Usage Pattern of Xtrapremium Petrol**

| Sl. No | Usage Pattern | No. of Respondents | Percentage |
|--------|----------------|--------------------|------------|
| 1. | Regular user | 22 | 35.48 |
| 2. | Irregular user | 19 | 30.65 |
| 3. | Not a user | 21 | 33.87 |
| | Total | 62 | 100 |

It is found from the above table that 35.48% of IOC customers are regular users of xtrapremium petrol,

30.65% are irregular users and 33.87% are non-users.

**Chart 5
Usage Pattern of Xtrapremium Petrol**



**Table 6
Type of vehicle on which Xtrapremium Petrol is used**

| Sl. No | Type of Vehicle | No. of Respondents | Percentage |
|--------|------------------------|--------------------|------------|
| 1. | Only for 2 wheeler | 11 | 50.00 |
| 2. | Only for 4 wheeler | 4 | 18.19 |
| 3. | Both for 2 & 4 wheeler | 7 | 31.81 |
| | Total | 22 | 100 |

It is inferred from the above table that 50% of regular users of xtrapremium petrol use it only for 2 wheelers,

18.19% only for 4 wheelers and 31.81% for both 2 & 4 wheelers.

Chart 6

Type of vehicle on which Xtrapremium Petrol is used

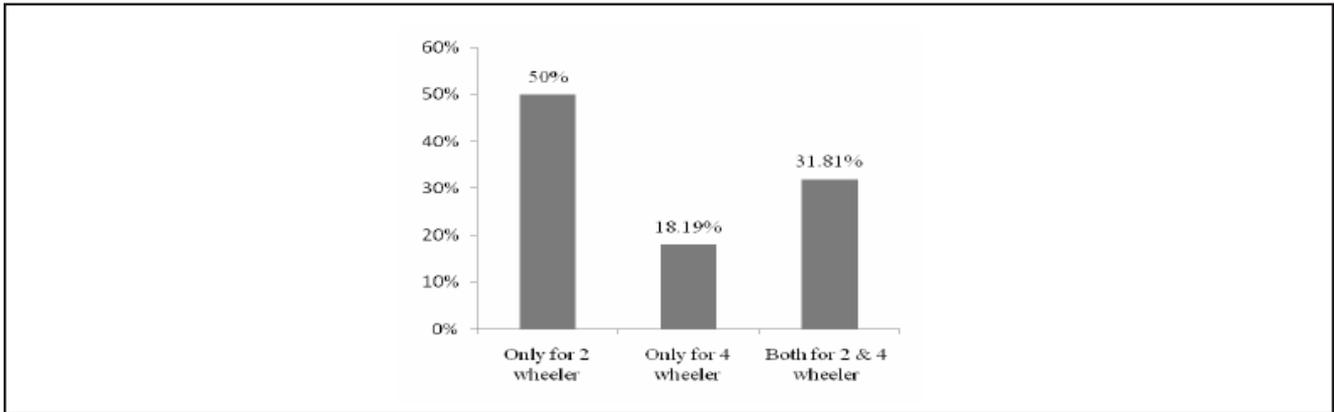


Table 7

Period of usage of Xtrapremium Petrol

| Sl. No | Period of Usage | No. of Respondents | Percentage |
|--------|-------------------|--------------------|------------|
| 1. | Less than 1 month | 1 | 4.50 |
| 2. | 1-3 months | 1 | 4.50 |
| 3. | 3-6 months | 5 | 22.70 |
| 4. | 6 months – 1 year | 6 | 27.30 |
| 5. | More than 1 year | 9 | 41.00 |
| | Total | 22 | 100 |

It is concluded from the above table that 4.5% each of regular users of xtrapremium petrol have used it for less than a month and for 1-3months respectively, 22.7% have

used it for 3-6 months, 27.3% for 6 months to one year and 41% have used it for more than a year.

Chart 7

Period of usage of Xtrapremium Petrol

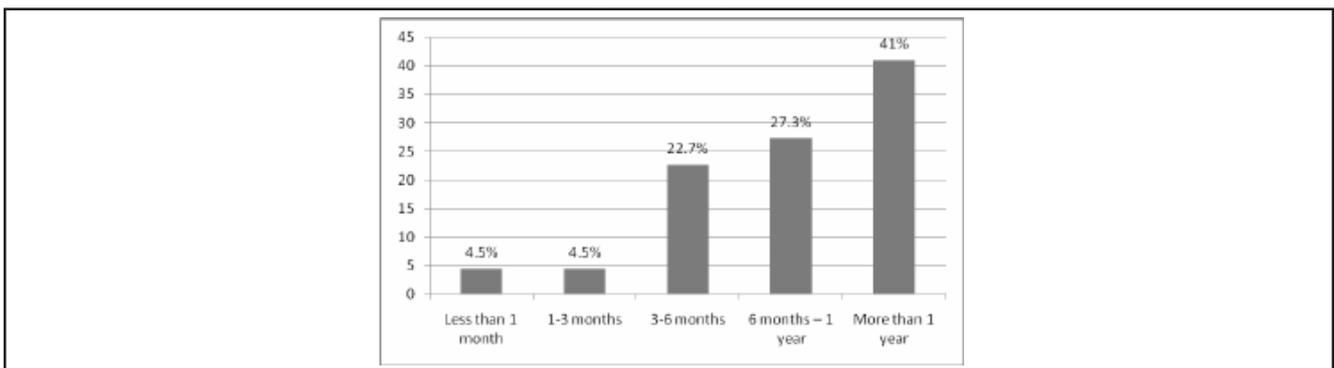


Table 8

Level of Satisfaction of regular users of Xtrapremium Petrol

| Factors | Total Sum | Average Mean | Rank |
|-----------------------|-----------|--------------|------|
| Price | 87 | 3.95 | 2 |
| Offers | 61 | 2.77 | 4 |
| Availability | 71 | 3.23 | 3 |
| Mileage / Performance | 94 | 4.27 | 1 |

It is clear from the above table that regular users of xtrapremium petrol are highly satisfied with its mileage /

performance, are satisfied with its price and availability and are neither satisfied nor dissatisfied with the offers given by IOC to promote it.

Chart 8

Level of Satisfaction of regular users of Xtrapremium Petrol



Table 9

Recommendation of regular users of Xtrapremium Petrol to others

| Sl. No | Recommendations | No. of Respondents | Percentage |
|--------|-----------------|--------------------|------------|
| 1. | Definitely Yes | 6 | 27.30 |
| 2. | Yes | 12 | 54.50 |
| 3. | No Comments | 4 | 18.20 |
| 4. | No | 0(0.00) | 0(0.00) |
| 5. | Definitely No | 0(0.00) | 0(0.00) |
| | Total | 22 | 100 |

It is concluded from the above table that 27.3% of regular users of xtrapremium petrol would definitely recommend

it to others, 54.5% would recommend it to others and 18.2% have no comments to offer.

Chart 9

Recommendation of regular users of Xtrapremium Petrol to others

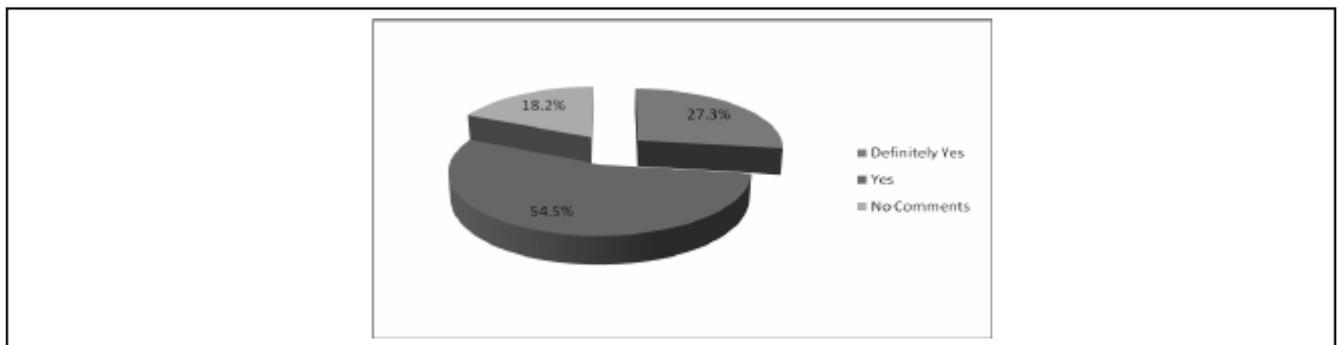


Table 10

Period of usage of Xtrapremium Petrol

| Sl. No | Period of Usage | No. of Respondents | Percentage |
|--------|-------------------|--------------------|------------|
| 1. | Less than 1 month | 3 | 15.79 |
| 2. | 1-3 months | 8 | 42.10 |
| 3. | 3-6 months | 4 | 21.05 |
| 4. | 6 months-1 year | 2 | 10.53 |
| 5. | More than 1 year | 2 | 10.53 |
| | Total | 19 | 100 |

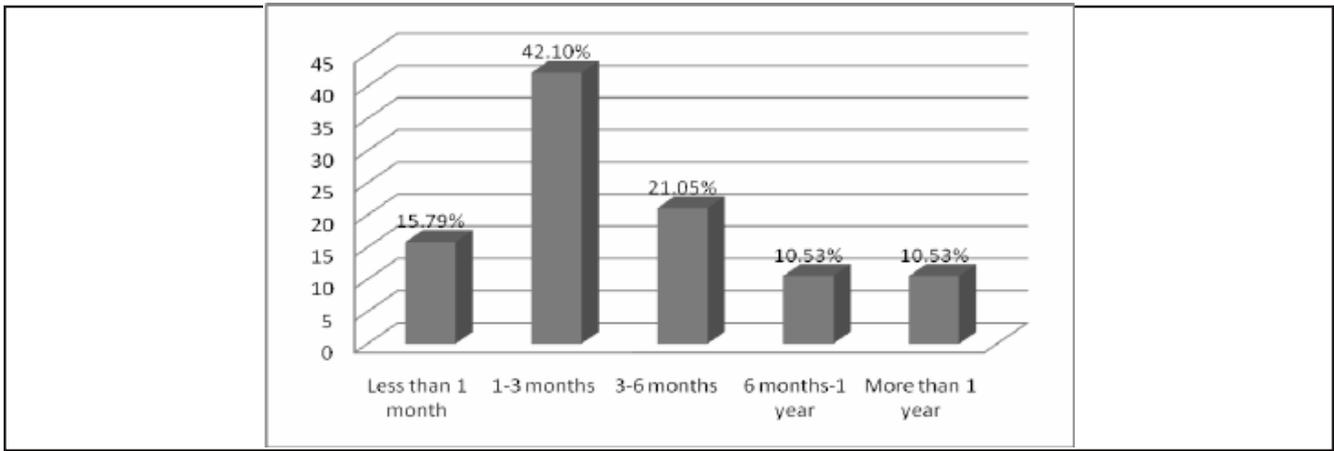


Table 11
Reasons for irregular usage of Xtrapremium Petrol

| Sl. No | Reasons | No. of Respondents | Percentage |
|--------|------------------------|--------------------|------------|
| 1. | Higher Price | 8 | 42.11 |
| 2. | Irregular Availability | 7 | 36.84 |
| 3. | Poor quality | 4 | 21.05 |
| | Total | 19 | 100 |

It is concluded from the above table that 42.11% of irregular users of xtrapremium petrol state price as the

reason for not using xtrapremium petrol regularly, 36.84% state irregular availability as the reason and 21.05% state poor quality as the reason for irregular usage.

Chart 11
Reasons for irregular usage of Xtrapremium Petrol

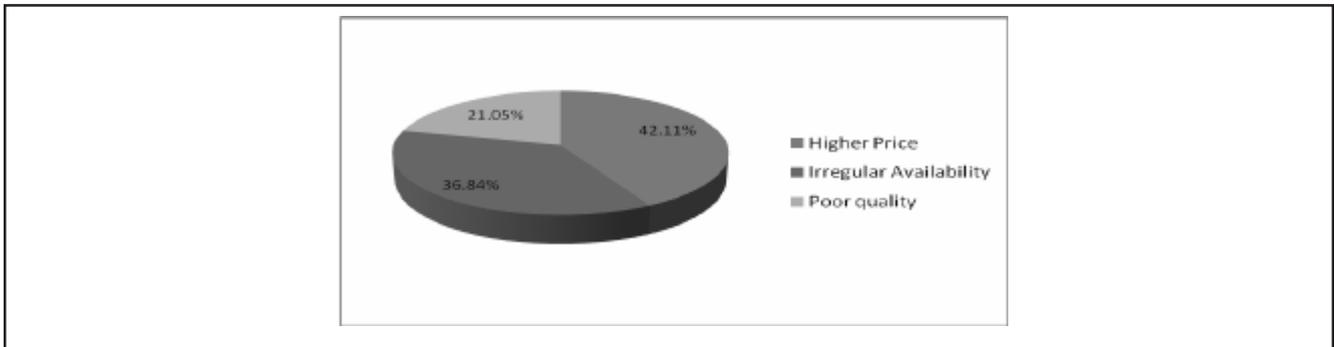


Table 12
Nature of quality problem with Xtrapremium Petrol

| Sl. No | Quality problem | No. of Respondents | Percentage |
|--------|-------------------------------|--------------------|------------|
| 1. | No improvement in mileage | 3 | 75.00 |
| 2. | No change in Maintenance cost | 1 | 25.00 |
| 3. | No change in engine power | 0 | 0.00 |
| 4. | No change in emissions | 0 | 0.00 |
| | Total | 4 | 100 |

It is clear from the above table that 75% of irregular users of xtrapremium petrol who cite quality as the reason for

irregular usage state that there is no improvement in mileage and 25% state that there is no change in maintenance cost.

Chart 12
Nature of quality problem with Xtrapremium Petrol

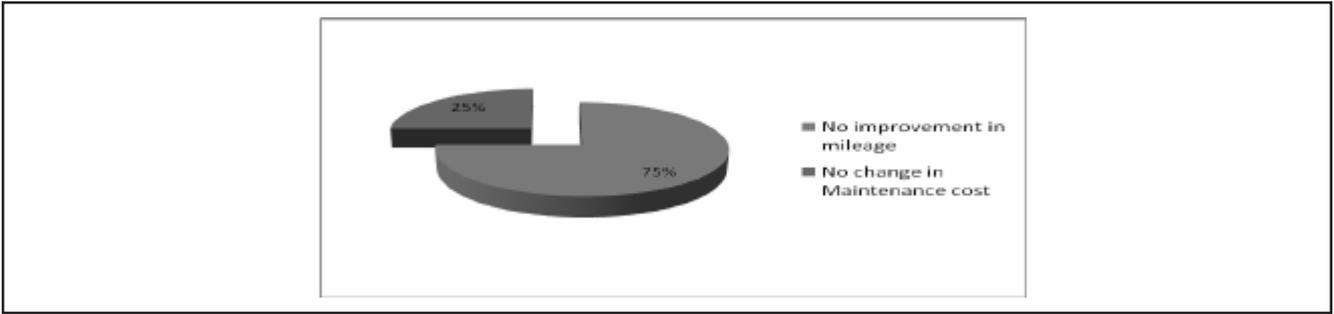


Table 13
Awareness level of repeated use of Xtrapremium Petrol to reap the benefits

| Sl. No | Awareness | No. of Respondents | Percentage |
|--------|-----------|--------------------|------------|
| 1. | Aware | 9 | 47.37 |
| 2. | Not Aware | 10 | 52.63 |
| | Total | 19 | 100 |

It is concluded from the above table that 47.37% of irregular users of xtrapremium petrol are aware of the repeated use of xtrapremium petrol to reap the benefits while 52.63% are not aware.

Chart 13
Awareness level of repeated use of Xtrapremium Petrol to reap the benefits

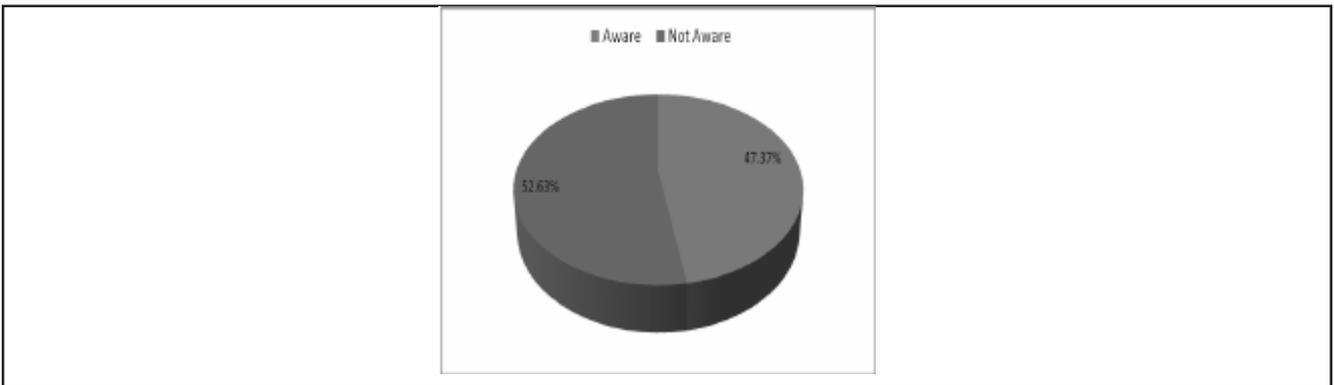


Table 14
Awareness level on advantages of using Xtrapremium Petrol

| Sl. No | Advantages | No. of Respondents | Percentage |
|--------|-------------------------------|--------------------|------------|
| 1. | Improved mileage | 29 | 39.19 |
| 2. | Lower maintenance cost | 6 | 8.11 |
| 3. | Better engine power | 14 | 18.92 |
| 4. | Reduced emissions | 10 | 13.51 |
| 5. | Smooth running | 10 | 13.51 |
| 6. | Improved life for the vehicle | 5 | 6.76 |
| | Total | 74 | 100 |

It is clear from the above table that 39.19% of the non-users of xtrapremium petrol are aware of the improved mileage advantage of using xtrapremium petrol, 8.11% are aware of the lower maintenance cost advantage, 18.92% are aware of the better engine power advantage, 13.51% each are aware of the reduced emissions advantage and smooth running advantage respectively and 6.76% are aware of the improved vehicle life advantage by using xtrapremium petrol.

Chart 14
Awareness level on advantages of using Xtrapremium Petrol

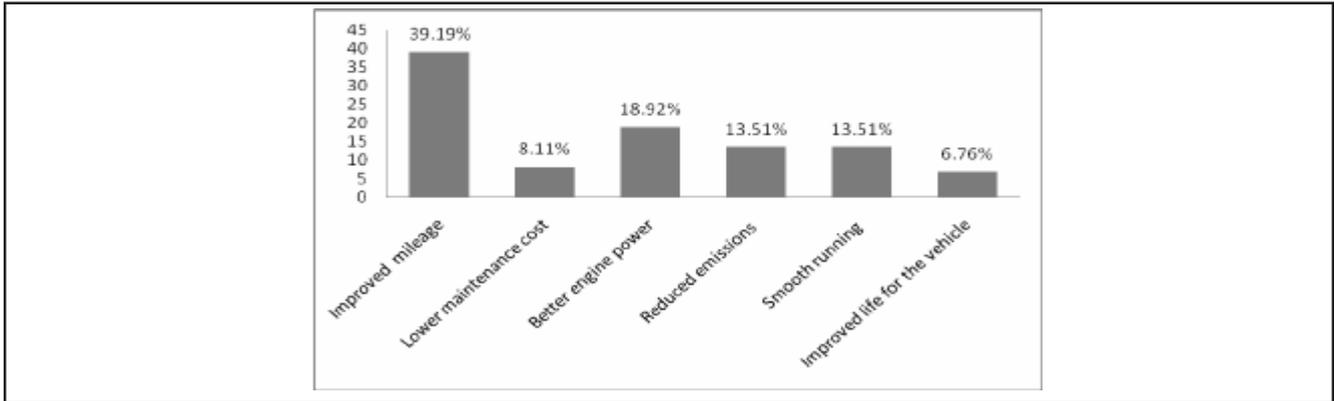


Table 15
Reasons for not buying Xtrapremium Petrol

| Sl. No | Reasons | No. of Respondents | Percentage |
|--------|---|--------------------|------------|
| 1. | Not aware of advantages of xtrapremium petrol | 38 | 51.35 |
| 2. | Price on the higher side | 22 | 29.73 |
| 3. | Non-availability at outlet regularly | 14 | 18.92 |
| | Total | 74 | 100.00 |

It is inferred from the above table that 51.35% of non-users of xtrapremium petrol state that non-awareness of the advantages of using xtrapremium petrol as the reason

for not using it, 29.73% state higher price as the reason and 18.92% state non-availability at outlet regularly as the reason for not using xtrapremium petrol.

Chart 15
Reasons for not buying Xtrapremium Petrol

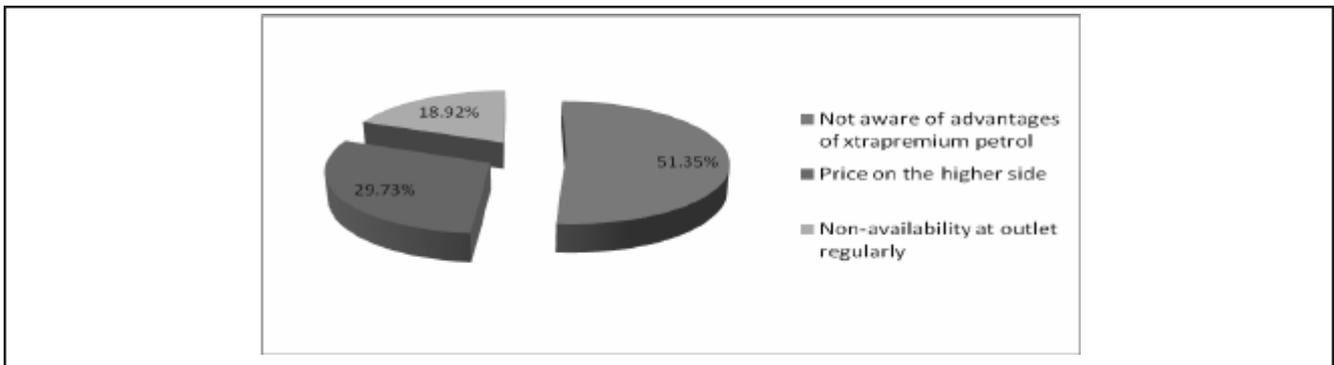


Table 16
Premium price per litre expected to buy Xtrapremium Petrol regularly

| Sl. No | Price | No. of Respondents | Percentage |
|--------|-----------------------|--------------------|------------|
| 1. | Not interested to buy | 13 | 11.30 |
| 2. | Rs. 1/- | 20 | 17.40 |
| 3. | Rs. 1.50 | 24 | 20.90 |
| 4. | Rs. 2/- | 25 | 21.70 |
| 5. | Rs. 2.50 | 25 | 21.70 |
| 6. | Rs. 3/- | 8 | 7.00 |
| | Total | 115 | 100 |

It is clear from the above table that 11.3% of the respondents are not interested to buy xtrapremium petrol, 17.4% are willing to offer a premium of Rs.1/- , 20.9%

are willing to offer Rs.1.50, 21.7% each are willing to offer Rs.2/- and Rs.2.50 respectively and 7% are willing to offer Rs.3/- as a premium price per litre for xtrapremium petrol.

Chart 16
Premium price per litre expected to buy Xtrapremium Petrol regularly



Table 17
Ranking of the various factors that influence using Xtrapremium Petrol regularly

| Sl. No | Factors | Total Sum | Average Mean | Rank |
|--------|------------------------|-----------|--------------|------|
| 1. | Price | 541 | 4.70 | 2 |
| 2. | Availability | 439 | 3.82 | 4 |
| 3. | Offers | 312 | 2.71 | 7 |
| 4. | Better mileage | 694 | 6.03 | 1 |
| 5. | Lower maintenance cost | 451 | 3.92 | 3 |
| 6. | Better power | 421 | 3.66 | 5 |
| 7. | Reduced emissions | 364 | 3.17 | 6 |

It can be inferred from the above table that the respondents rank better mileage as the main factor that influences using xtrapremium petrol regularly, followed by

price, lower maintenance cost, availability, better power, reduced emissions and offers.

Chart 17
Average Mean of the various factors that influence using Xtrapremium Petrol regularly

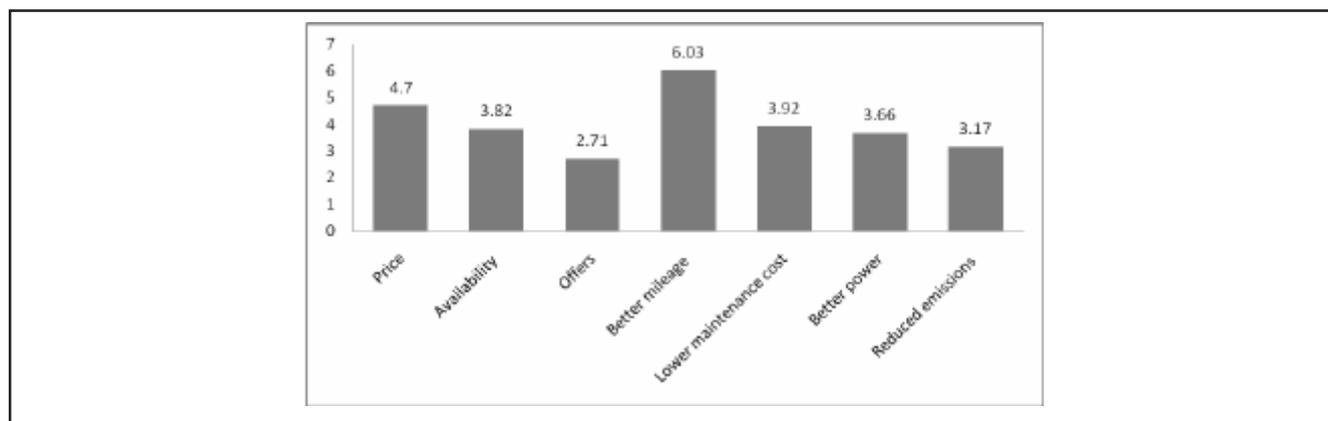


Table 18
Type of vehicle and period of usage for regular and irregular users of Xtrapremium Petrol

| Type of User | Type of Vehicle | | | |
|-----------------|-----------------|---------------|---------------|--------------|
| | 2 Wheeler | 4 Wheeler | 2 & 4 Wheeler | Total |
| Regular Users | 11 (50%) | 4 (18.19%) | 7 (31.80%) | 22 (100%) |
| Irregular Users | 10 (52.63%) | 6 (31.58%) | 3 (15.79%) | 19 (100%) |

| Type of User | Period of usage | | | | | Total |
|-----------------|-----------------|---------------|---------------|---------------|---------------|--------------|
| | < 1 month | 1-3 months | 3-6 months | 6-12 months | >1 year | |
| Regular Users | 1 (4.50%) | 1 (4.50%) | 5 (22.70%) | 6 (27.30%) | 9 (41.00%) | 22 (100%) |
| Irregular Users | 3 (15.79%) | 8 (42.10%) | 4 (21.05%) | 2 (10.53%) | 2 (10.53%) | 19 (100%) |

It is clear from the above table that 50% of the two wheeler users are regular users of xtrapremium petrol

and only 18.19% of the four wheeler users are the regular users of xtrapremium petrol.

Chart 18
Type of vehicle and period of usage for regular and irregular users of Xtrapremium Petrol

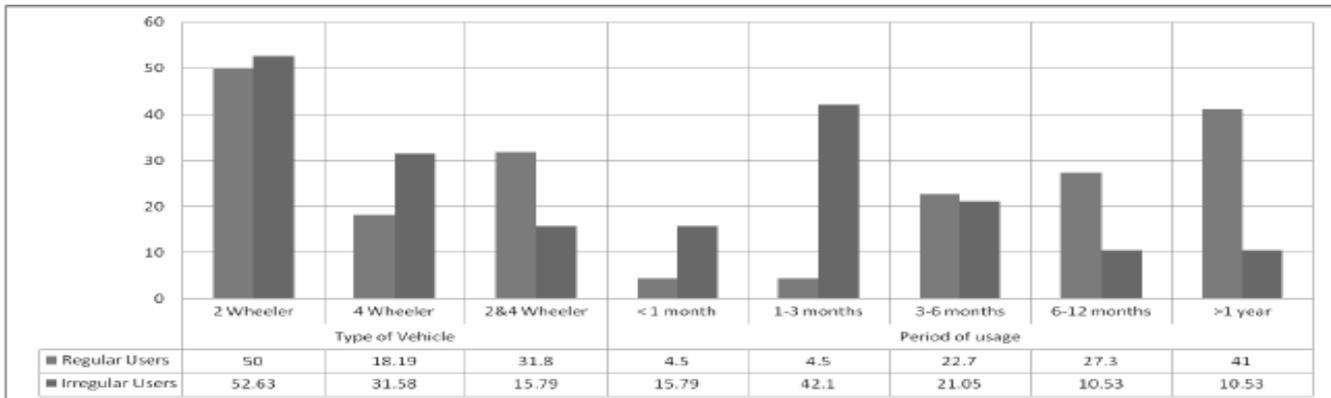


Table 19

Awareness level on repeated use to reap the benefits among irregular and non-users of Xtrapremium Petrol

| Users | Aware | Unaware | Total |
|-----------------|------------|------------|----------|
| Irregular Users | 9(47.37%) | 10(52.63%) | 19(100%) |
| Non-Users | 26(35.13%) | 48(64.87%) | 74(100%) |

It can be inferred from the above table that a majority of both irregular and non-users are unaware of the benefits

of repeated use of xtrapremium petrol to reap the benefits.

Chart 19
Awareness level on repeated use to reap the benefits among irregular/non-users of Xtrapremium Petrol

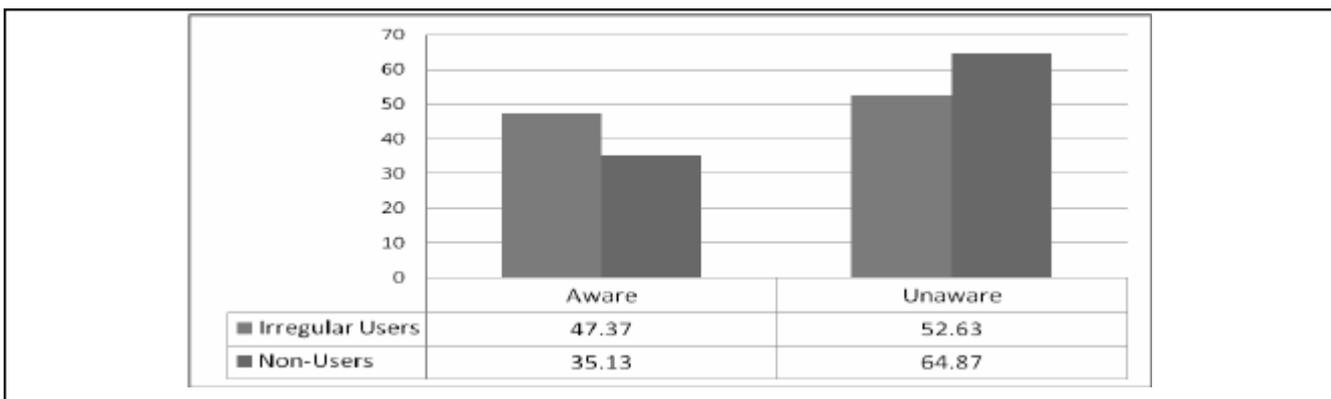


Table 20
Results of one way ANOVA test

Null Hypothesis: There exists no association between the type of vehicle, period of usage, future loyalty and

the level of satisfaction of regular users of xtrapremium petrol.

| Factors | Type of Vehicle | | | Period of Usage | | | Future Loyalty | | |
|-----------------------|-----------------|-------|--------|-----------------|-------|--------|----------------|-------|--------|
| | F value | Sig | Remark | F value | Sig | Remark | F value | Sig | Remark |
| Price | 2.429 | 0.116 | NS | 0.185 | 0.905 | NS | 0.351 | 0.70 | NS |
| Offers | 1.192 | 0.326 | NS | 2.826 | 0.070 | NS | 4.567 | 0.052 | NS |
| Availability | 0.424 | 0.661 | NS | 5.453 | 0.08 | NS | 0.155 | 0.85 | NS |
| Mileage / Performance | 3.405 | 0.056 | NS | 1.410 | 0.274 | NS | 7.874 | 0.053 | NS |

Level of Significance: 5 per cent

Results of one way anova test implies that the calculated F values are greater than its probability values at 5 percent level of significance. Thus, the hypothesis framed stands rejected and it is concluded that there exists significant association between the type of vehicle, period of usage, future loyalty and the level of satisfaction of regular users of xtrapremium petrol.

Suggestions

The following are the suggestions suggested by the researchers based on the findings of the study:

1. IOC has to improve the awareness level of xtrapremium petrol among the public on the following aspects by promoting the product mainly through petrol outlets and television advertisements:
 - a. All the advantages of using xtrapremium petrol.
 - b. Repeated use for 4 or 5 times to reap the benefits.
 - c. Using the product on four wheelers without any apprehension that it would damage the engine or other parts.
 - d. Reduced environmental pollution thus leading to a better healthier life for the mankind.
2. Regular users of xtrapremium petrol are satisfied with the mileage / performance and price and are willing to recommend it to others. IOC has to capitalise on this by identifying regular users through retail outlets and preparing a list of satisfied customers and popularising the same so that others also would be convinced and start using the product.
3. IOC has to instruct all their retail outlets to ensure sufficient stock of xtrapremium petrol so that availability is not a problem to any customer willing to purchase the product.

4. Periodic offers / incentives have to be offered to customers to encourage them to buy and use xtrapremium petrol. These offers / incentive schemes have to be given wide publicity to reach customers even in remote locations.
5. IOC has to ensure that xtrapremium petrol is priced at the preferred premium band of Rs.1/= to Rs.2.50 per litre for customers to regularly purchase the product.
6. Respondents have ranked better mileage when compared to price as the major factor that influences the purchase of xtrapremium petrol. Hence, if customers get a better mileage along with other advantages by using xtrapremium petrol, they are willing to buy the product regularly.
7. IOC has to consider taking the following steps to prevent contamination / adulteration of xtrapremium petrol so that the customer is ensured of fully getting the benefits for the extra price paid:
 - a. Differentiating the product from ordinary petrol by having a different colour for xtrapremium petrol so that the customer can easily identify it (similar to differentiating domestic LPG from commercial LPG through odour for domestic LPG).
 - b. Having exclusive outlets that trade only in xtrapremium petrol and not in ordinary petrol.

Conclusion

Xtrapremium petrol is no doubt a premium product from the IOC stable and regular users of the product endorse this view. However, there are certain myths in the mind set of consumers which have to be overcome for a better market share for the product. It is obvious from the above discussions that adopting the above strategies will definitely help IOC to clear the mindset of consumers for a better product penetration and to thwart competition in the long run.

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Annexure –A

Socio -Economic Profile of the Respondents

| Variables | | IOC Customers' | Other company Customers' | Total |
|----------------|-------------------------|------------------|--------------------------|-----------------|
| Gender | Male | 43(37.40) | 34(29.60) | 77(67.00) |
| | Female | 19(16.50) | 19(16.50) | 38(33.00) |
| | Total | 62(53.90) | 53(46.10) | 115(100) |
| Age | Up to 20 years | 0(0.00) | 2(1.70) | 2(1.70) |
| | 20-30 years | 18(15.70) | 14(12.20) | 32(27.90) |
| | 30-40 years | 20(17.40) | 17(14.80) | 37(32.20) |
| | 40-50 years | 15(13) | 17(14.80) | 32(27.8) |
| | More than 50 years | 9(7.80) | 3(2.60) | 12(10.40) |
| | Total | 62(53.90) | 53(46.10) | 115(100) |
| Education | Illiterate | 0(0.00) | 0(0.00) | 0(0.00) |
| | Up to SSLC | 1(0.90) | 1(0.90) | 2(1.80) |
| | HSC | 2(1.70) | 1(0.90) | 3(2.60) |
| | UG Degree | 7(6.10) | 12(10.40) | 19(16.50) |
| | PG Degree | 23(20.00) | 12(10.40) | 35(30.40) |
| | M.Phil | 21(18.30) | 16(13.90) | 37(32.20) |
| | Ph.D. | 8(7.00) | 11(9.60) | 19(16.50) |
| | Total | 62(53.90) | 53(46.10) | 115(100) |
| Monthly Income | Less than Rs. 5000 | 0(0.00) | 0(0.00) | 0(0.00) |
| | Rs. 5000-Rs.10000 | 6(5.20) | 7(6.10) | 13(11.30) |
| | Rs. 10000-Rs.20000 | 25(21.70) | 13(11.30) | 38(33.00) |
| | Rs. 20000-Rs.30000 | 11(9.60) | 16(13.90) | 27(23.50) |
| | Rs. 30000-Rs.40000 | 5(4.30) | 3(2.60) | 8(7.00) |
| | Rs. 40000-Rs.50000 | 4(3.50) | 3(2.60) | 7(6.10) |
| | More than Rs. 50000 | 11(9.60) | 11(9.60) | 22(19.10) |
| | Total | 62(53.90) | 53(46.10) | 115(100) |
| Occupation | Business | 7(6.10) | 8(7.00) | 15(13.00) |
| | Government Employee | 4(3.50) | 3(2.60) | 7(6.10) |
| | Public Sector Employee | 0(0.00) | 3(2.60) | 3(2.60) |
| | Private Sector Employee | 36(31.30) | 28(24.30) | 64(55.70) |
| | Professional | 13(11.30) | 11(9.60) | 24(20.90) |
| | Others | 2(1.70) | 0(0.00) | 2(1.70) |
| | Total | 62(53.90) | 53(46.10) | 115(100) |

Annexure –B

Nature of Vehicle Ownership and Petrol Consumption Profile of the Respondents

| Variables | | IOC Customers' | Other company Customers' | Total |
|------------------------------|----------------------|-----------------------|---------------------------------|-----------------|
| Type of Vehicle | 2 wheeler | 21(18.30) | 24(20.90) | 45(39.10) |
| | 4 wheeler | 17(14.80) | 7(6.10) | 24(20.90) |
| | Both 2 and 4 wheeler | 24(20.90) | 22(19.10) | 46(40.00) |
| | Total | 62(53.90) | 53(46.10) | 115(100) |
| Age of Two wheeler | < 1 year | 2(2.20) | 3(3.20) | 5(5.40) |
| | 1-3 years | 11(11.80) | 12(12.90) | 23(24.70) |
| | 3-5 years | 17(18.30) | 9(9.70) | 26(28.00) |
| | >5 years | 17(18.30) | 22(23.70) | 39(41.90) |
| | Total | 47(50.50) | 46(49.50) | 93(100) |
| Age of Four wheeler | < 1 year | 2(2.90) | 1(1.50) | 3(4.40) |
| | 1-3 years | 15(22.10) | 11(16.20) | 26(38.20) |
| | 3-5 years | 7(10.30) | 5(7.40) | 12(17.60) |
| | >5 years | 15(22.10) | 12(17.60) | 27(39.70) |
| | Total | 39(57.40) | 29(42.60) | 68(100) |
| Petrol Consumption in litres | Less than 5 litres | 1(0.90) | 1(0.90) | 2(1.70) |
| | 5-10 litres | 10(8.70) | 11(9.60) | 21(18.30) |
| | 10-20 litres | 20(17.40) | 11(9.60) | 31(27.00) |
| | 20-30 litres | 7(6.10) | 8(7.00) | 15(13.00) |
| | 30-40 litres | 13(11.30) | 6(5.20) | 19(16.50) |
| | 40-50 litres | 7(6.10) | 5(4.30) | 12(10.40) |
| | More than 50 litres | 4(3.50) | 11(9.60) | 15(13.00) |
| | Total | 62(53.90) | 53(46.10) | 115(100) |