"SERVICE GAP ANALYSIS IN RETAIL PETROLEUM INDUSTRY"

QUESTIONNAIRE FOR THE CUSTOMERS

Please make a Tick mark in the relevant box

Dear Sir / Madam,

I am **N. MARIE WILSON** pursing **Ph.D.** in **JNTU, HYDERABAD.** As a part of my study, I am doing my research under the above title. The questionnaire presented here seeks your valuable opinion on some important concepts relating to the topic. Hope that you will fill in the enclosed questionnaire and return it at your earliest convenience. I assure you that the opinion provided in the questionnaire will be treated as strictly confidential.

Yours sincerely,

(N. MARIE WILSON)

PART – 1

(Personal details of Customers)

Your Name and address:

1. Age (Completed years)

   Below 30 years ☐ 30-40 years ☐

   40-50 years ☐ Above 50 years ☐

2. Gender

   Male ☐ Female ☐

3. Marital status

   Unmarried ☐ Married ☐

4. Place of Residence

   Urban ☐ Sub-Urban ☐ Semi-Urban ☐

5. Education Qualification

   Higher Secondary ☐ Graduate ☐

   Post Graduate ☐ Professional ☐ Others (Specify) ☐

6. Occupations

   Business ☐ Employed ☐ Professional ☐ Others (specify) ☐

7. Your annual income (Rs.)

   Below 2,00,000 ☐ 2,00,000 – 4,00,000 ☐ 4,00,001 – 6,00,000 ☐

   6,00,001 – 8,00,000 ☐ Above 8,00,000 ☐

8. Type of Vehicles used and also state the Company name.

Type		Company Name
Two Wheelers	☐	_____
Three Wheelers	☐	_____
Four Wheelers	☐	_____

PART – 2

(Customers perception on various aspects of retail petroleum outlets)

9. How long have you been using vehicles/automobiles?

   Below 5 yrs ☐ b) 5 – 10 yrs ☐ c) 10-15 yrs ☐ d) Above 15 yrs ☐

10. As a customer, please indicate your product need.

    Engine Oil ☐ Diesel ☐ Petrol ☐ All ☐

11. Which company's product, do you prefer to use?

    IOCL ☐ HPCL ☐ ESSAR ☐

    IBPCL ☐ SHELL ☐ RELIANCE ☐ No specific Company ☐

12. The Quantity of fuel demanded by you at one time of refilling.

    Below 5 lts ☐ 5-10 lts ☐ 10-15 lts ☐ 15-20 lts ☐ Above 20 lts ☐

13. How many years you have been using this particular brand?

    Below 3 yrs. ☐ 3-6 yrs. ☐ 6-10 yrs. ☐

    Above 10 yrs. ☐

14. Mention your purchase frequency of Petroleum products.

    Daily once ☐ 3 Days once ☐

    Weekly Once ☐ Every fortnight ☐ Monthly once ☐

15. In which place, do you prefer to purchase your favorite brand of oil?

    Nearby Office ☐ Nearby Home ☐

    Company direct outlet ☐ No specific place ☐

16. Give your opinion on the services rendered by your retail outlet.

    Excellent ☐ Good ☐ Poor ☐

17. Give your opinion on the gap that exists in the retail outlet.

    Always ☐ Rarely ☐ Sometimes ☐ Never ☐

18. Your opinion about the retail price of the Fuels.

    Reasonable ☐ Economic ☐ Expensive ☐

19. Have you ever changed the retail outlet?

    Yes ☐ No ☐

20. If yes, Please mention the reasons for your change.

    Lack of physical aspects ☐ Lack in reliability ☐

    Poor personal interaction ☐ Absence of problem solving ☐

    Improper policy ☐

21. Are you satisfied with the service people?

Yes ☐ No ☐

PART – 3

(Customer expectations with regard to various services of retail outlets)

22. Please give the reasons for selecting this retail distribution outlet and also mention all your expectations in general, from the petroleum retail distribution outlets as a customer. Please make a tick mark in the relevant column.

Sl. No.	Petroleum Retail Services	Reasons for selecting a particular outlet	Customer Expectations
1	Right Quality		
2	Right Quantity		
3	Right Price		
4	Attractive physical Aspects		
5	Proper policy		
6	Clean Environment		
7	Reliability and Transparency in service		
8	Customer care service		
9	Ultra – modern electronic vending machine		
10	Free Air filling		
11	Free Parking		
12	Rest room		
13	ATM		
14	Restaurant		
15	Petro card		
16	Accepting Credit cards		
17	Credit facility		
18	Super market		
19	Vehicles water wash		
20	Availability of different oils		
21	Round the clock service		
22	Adequate Service people		
23	Trained service people		
24	Decent Behaviour of Service people		
25	Installed fire protection equipments to ensure safety		
26	Generator facility		
27	Speed and prompt service		
28	Convenient location/area of outlet		
29	Any other (Specify)		

PART – 4

(Five important Dimensions of Retail Service Quality)

23. Factor Structure and various Items listing for the Retail Service Scale to analyze the retail service gaps that exist in retail distribution are listed below. This question is prepared on the basis of FIVE important dimensions of retail service quality as identified by Dabholkar et al. Please give your level of agreement with the following statements pertaining to different features and services offered by the petroleum retail outlets and make a tick mark in the relevant column**.** The statements are given with 5 points scale: **Strongly Disagree -1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5.**

4.1. Dimension I. Physical aspects

S.NO	Perception Items	1	2	3	4	5
1	This retail outlet has modern-looking equipment and fixtures.					
2	The physical facilities at this retail outlet are visually appealing.					
3	Materials associated with these retail outlets are visually appealing.					
4	This retail outlet has clean, attractive and convenient public areas.					
5	The layout of this retail outlet makes it easy for customers to find what they need.					
6	Layout of this retail outlet makes it easy for customers to move around in the retail outlet.					

4.2. Dimension II. Reliability

S.NO	Perception Items	1	2	3	4	5
1	When this retail outlet promises to do something by a certain time, it will do so.					
2	This retail outlet provides its services at the time it promises to do so.					
3	This retail outlet performs the service right the first time.					
4	This retail outlet has merchandise available when the customers want it.					
5	This retail outlet insists on error-free sales transactions and records.					

4.3. Dimension III. Personal Interaction

S.NO	Perception Items	1	2	3	4	5
1	Employees in this retail outlet have the knowledge to answer customers' questions.					
2	The behavior of employees in this retail outlet instills confidence in customers.					
3	Customers feel safe in their transactions with this retail outlet.					
4	Employees in this retail outlet give prompt service to customers.					

5	Employees in this retail outlet tell the customers exactly when services will be performed					
6	Employees in this retail outlet are never too busy to respond to customers' requests.					
7.	This retail outlet gives customers individual attention					
8.	Employees in this retail outlet are consistently courteous with customers.					
9.	Employees in this retail outlet treat customers courteously on the telephone.					

4.4. Dimension IV Problem-solving

S.NO	Perception Items	1	2	3	4	5
1	This retail outlet willingly handles returns and exchanges					
2	When a customer has a problem, this retail outlet shows a sincere interest in solving it.					
3	Employees of this retail outlet are able to handle customer complaints directly and immediately					

4.5. Dimension V Policy

S.NO	Perception Items	1	2	3	4	5
1	This retail outlet offers high quality lubricants and oils.					
2	This retail outlet provides plenty of convenient parking for customers					
3	This retail outlet has operating hours convenient to all their customers.					
4	This retail outlet accepts most major credit cards.					
5	This retail outlet offers its own credit card.					

PART – 5

(Customers Satisfaction with the various Retail Services)

24. The following are the various retail services offered by the retail petroleum distribution outlets to their customers. Please give your level of satisfaction with all the services offered to you by making a tick mark in the relevant column. All the services are given with 3 points scale namely **Dissatisfied =1, Neutral = 2, Satisfied = 3.**

Sl. No.	Various Retail Services offered to Customers	1	2	3
1	Right Quality			
2	Right Quantity			
3	Right Price			
4	Attractive physical Aspects			
5	Proper policy			
6	Clean Environment			

7	Reliability and Transparency in service			
8	Customer care service			
9	Ultra – modern electronic vending machine			
10	Free Air filling			
11	Free Parking			
12	Rest room			
13	ATM			
14	Restaurant			
15	Using of Petro card			
16	Accepting Credit cards			
17	Credit facility			
18	Super market			
19	Vehicles water wash			
20	Availability of different oils			
21	Round the clock service			
22	Adequate Service people			
23	Trained service people			
24	Decent Behaviour of Service people			
25	Installed fire protection equipments to ensure safety			
26	Generator facility			
27	Speed and prompt service			
28	Convenient location/area of outlet			
29	Any other (Specify)			

PART – 6

(Suggestive questions)

Please give your valuable suggestions on the following suggestive questions:

1. The ways and means to improve the service quality of petroleum retail outlets.

2. The different strategies to bridge the gap between customer expectations and customer perception on the various services of petroleum retail outlets.

3. In general, what are the various customer services normally you do expect from the petroleum retail outlets so that you will get satisfied with the services of retail outlets.

THANK YOU

"SERVICE GAP ANALYSIS IN RETAIL PETROLEUM INDUSTRY"

QUESTIONNAIRE FOR THE RETAIL OUTLETS

(Please make a tick mark in the relevant box)

Dear Sir / Madam,

I am **N.MARIE WILSON** pursing **Ph.D.** in **JNTU, HYDERABAD.** As a part of my study, I am doing my research under the above title. The questionnaire presented here seeks your valuable opinion on some important concept relating to the topic. Hope that you will fill in the enclosed questionnaire and return it at your earliest convenience. I assure you that the opinion provided in the questionnaire will be treated as strictly confidential.

Yours sincerely,

(N.MARIE WILSON)

PART – 1

(Personal details of the respondents)

NAME OF THE RETAIL OUTLET:

ADDRESS:

1. Age of the retailer

   Below 25 years ☐ 25-35 years ☐

   35-45 years ☐ 45-55years ☐ Above 55 years ☐

2. Education Qualification of the retailer

   Higher Secondary ☐ Graduate ☐

   Post Graduate ☐ Professional ☐ Others .....

3. Nature of ownership

   Sole proprietorship ☐ Partnership ☐ Subsidiary ☐

4. Annual turnover (in crores)

   Below 1 ☐ 1-5 ☐ Above 5 ☐

5. Area/location of the outlet

   Urban ☐ Sub-Urban ☐ Semi-Urban ☐

6. Strength of the employees (in numbers)

   Below 5 ☐ 5-10 ☐ Above 10 ☐

7. In charge of management/retail outlet

   Professional ☐ Manager ☐ Proprietor himself ☐

PART – 2

(General aspects of the retail outlets)

8. Do you have separate customer service policy?

   Yes ☐ No ☐

9. Are you satisfied with the supply chain requirements?

   Yes ☐ No ☐

10. Point out any one of the following attributes included in your future planning.

Expansion of business ☐ Adopting new changes in technology ☐

Improving sales growth ☐ Other developmental aspect ☐

11. Which company product do you prefer to deal with?

IOCL ☐ HPCL ☐ ESSAR ☐

IBPCL ☐ SHELL ☐ RELIANCE ☐ Any company ☐

12. The Quantity of oil demanded by a customer at one time of refilling.

Below 5 lts ☐ 5-10 lts ☐ 10-20 lts ☐ Above 20 lts ☐

13. Your daily average sales (in Liters)

Below 10,000 ☐ 10,000-15,000 ☐ 15,001-20,000 ☐

20,001-25,000 ☐ Above 25,000 ☐

14. How long have you been in your retail business?

Below 5 yrs. ☐ 5 - 10 yrs. ☐ 10-15 yrs. ☐

15-20 yrs. ☐ 20-25 yrs. ☐ Above 25yrs. ☐

15. Mention your purchase duration of Petroleum products?

Daily ☐ Two Days once ☐

Weekly Once ☐ Twice in a month ☐

16. Can you predict demand for petroleum retail services over the next few years?

Yes ☐ No ☐

17. Will your workforce be prepared to handle the changing demands?

Yes ☐ No ☐

18. Can you predict the availability of skills and competencies to support your work team's services?

Yes ☐ No ☐

19. Have you examined any work life issues that may affect your unit's continued performance?

Yes ☐ No ☐

20. Will there be sufficient budget and resource allocations for your work unit's service delivery?

Yes ☐ No ☐

21. Your opinion on the relationship with your vendor.

Excellent ☐ Good ☐ Normal ☐ Poor ☐

22. Is there any break in the supply of petroleum product?

Always ☐ Rarely ☐ Sometimes ☐

PART – 3

(Services/Facilities offered by the Retail outlets)

23. Do you offer the following Retail facilities/services to your customers?

Sl. No.	Retail Facilities/Services offered	Yes	No
1	Right Quality		
2	Right Quantity		
3	Right Price		
4	Attractive physical Aspects		
5	Proper policy		
6	Clean Environment		
7	Reliability and Transparency in service		
8	Customer care service		
9	Ultra - modern electronic vending machine		
10	Free Air filling		
11	Free Parking		
12	Rest room		
13	ATM		
14	Restaurant		
15	Petro card		
16	Accepting Credit cards		
17	Credit facility		
18	Super market		
19	Vehicles water wash		
20	Availability of different oils		
21	Round the clock service		
22	Adequate Service people		
23	Trained service people		
24	Decent behavior of service people		
25	Installed fire protection equipments to ensure safety		
26	Generator facility		
27	Speed and prompt service		
28	Convenient location/area of outlet		
29	Any other (Specify)		

PART – 4

(Gap Measurement Scales to identify service gap in the facilities/services of retail outlets)

24. The following questions are prepared in 5 point rating scale and you are requested to give your level of agreement with the following statements/variables pertaining to the facilities/services of retail outlets by putting a tick mark in the appropriate column. This service gap measurement scale helps to identify the service gap in the services of retail distribution outlets. The statement is in five point rating scale, **Strongly Disagree-1, Disagree-2, Neutral-3, Agree-4, Strongly Agree-5.**

S.No.	Statements/ Variables	1	2	3	4	5
1.	Handling complaints directly and immediately					
2.	Promising to do something and doing so					
3.	Paying Individual attention					
4.	Sincere interest to solve problem					
5.	Telling exactly what will be performed					
6.	Giving prompt service					
7.	Convenient parking lot					
8.	Modern-looking equipment & fixtures					
9.	Rich Employees' knowledge to answer questions					
10.	Behavior of employees instills confidence in customers					
11.	Willingness to handle returns and exchanges					
12.	Clean & convenient physical facilities					
13.	Appealing materials associated					
14.	Attractive retail outlet and physical facilities					
15.	Providing services at the time promising to do					
16.	Convenient operating hours					
17	Consistently courteous with customers					
18.	Never too busy to respond to customer's request					

PART – 5

(Retail Service Competencies)

25. The following statements are identified as effective ways to bridge various service gaps that exist in petroleum retail outlets. As a retailer/management, please extend your level of agreement with the statements pertaining to the retail service competencies-bridging strategies by putting a tick mark in the appropriate column. The question is framed in five point scale; **Strongly Disagree -1, Disagree – 2, Neutral – 3, Agree – 4, Strongly Agree – 5.**

5.1. Establishment of the **Retail Service Quality Standards** through:

S. No.	Statements	1	2	3	4	5
1	Becoming receptive to new ways of doing business that overcome barriers to delivering quality service.					
2	Establishing clear, realistic service quality goals.					
3	Measuring performance and providing regular feedback.					
4	Rewarding managers and employees for attaining goals.					
5	Providing requisite training to the managers to enable them to lead employees to deliver quality service.					
6	Communicating and reinforcing customer-oriented service standards.					
7	Ensuring that employees understand and accept goals and priorities.					

5.2. Ensuring/Promising **Retail Service Employees Performance Standards** through:

S. No.	Statements	1	2	3	4	5
1	Measuring employee performance and link compensation and recognition to delivery of quality service.					
2	Eliminating role conflict among employees by involving them in the process of setting standards.					
3	Ensuring that all employees understand the importance of their jobs developing innovative recruitment and retention methods to absorb the best talents and build loyalty.					
4	Training employees about interpersonal skills for dealing with difficult customers.					
5	Treating customers as partial employees by clarifying their roles in service delivery, training and motivating them to perform well in their roles as co-producers.					
6	Teaching employees about customer expectations, perceptions and problems.					
7	Empowering employees with decision-making along with accountability.					
8	Clarifying employee roles.					

5.3. Concentration on **Retail Service Organizational Commitment** towards Customer Satisfaction.

S. No.	Statements	1	2	3	4	5
1	Supports customer service efforts through programme design, implementation, recovery and follow-up.					
2	Examines customers' requests to properly identify and resolve customer concern.					
3	Serves customers in a manner that increases their confidence and knowledge to resolve their own problem.					
4	Use customer contacts as opportunities for education to increase customer independence.					
5	Respond to customer request on contact date or within 24 hours.					
6	Advises in a manner consistent with the complexity and nature of the customers need.					

5.4. Paying more attention on **Retail Service Customer Orientation/Satisfaction** and making customer as a part of business.

S. No.	Statements	1	2	3	4	5
1	Employees in retail sector recognize role in creating satisfied customers towards their service.					
2	Retail outlet may try to collect adequate information about their customer.					
3	Retailer focuses more on customer satisfaction than on technical features of the products.					
4	A retailer must always try to improve the service and quality of work based on customers' feedback.					
5	Retailer should work earnestly to deliver the products on time to the customer.					
6	Retail outlet must try to add value to the product by adding some innovative features to the product.					
7	Retail unit is prompt in delivering the services according to the customers' expectation even at a short notice.					

PART – 6

(Suggestive questions)

Please give your suggestions on the following suggestive questions:

1. The ways and means to identify customers' expectations.

2. The different strategies to make the customers have the positive perception on the retail outlets.

3. The ways to improve the service quality standards and delivery standards.

4. The ways and means to satisfy/fulfill the expectations of the customers.

5. The strategies to be adopted to minimize/to eliminate service gap in retail petroleum distribution outlets.

THANK YOU

RESEARCH PAPER PUBLISHED