Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN SHELL PETROL BUNK WITH SPECIAL REFERENCE TO (PADI) CHENNAI

Dr. A. Kadhar Lal , N. Abdul Hareez

ABSTRACT

This article entitled 'A Study On Customer Relationship Management In Shell Petrol Bunk With Special Reference To (Padi) Chennai' Every business activity is focusing the common people to achieve their company's goal. The main motivate of corporate company to attract the consumer by way giving offers, discounts, flash sales, etc. The companies are listening the customers review and making a delightful servicing for their customers and nit allowing them to move on. The main aim of the study is to identify the customer relationship management in Shell petrol bunk, Chennai. The second reason for the study is what the people wants from the company about their price fixation. Did it was affordable for the customers based on price. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. For example, standing at a mall or a grocery store and asking people to answer questions would be an example of a convenience sample. This type of sampling is also known as grab sampling or availability sampling. There are no other criteria to the sampling method except that people be available and willing to participate. In addition, this type of sampling method does not require that a simple random sample is generated, since the only criterion is whether the participants agree to participate. The sample size is 120. The statistical tool used is percentage analysis and chi-square test.

INTRODUCTION

Customer relationship management (**CRM**) is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information. In customer relationship management it complies data from the Customers life cycle. The main aim of the customer's relationship is to assist the customer and retention to growth of business sales. In this CRM, the company will collects every channel of information about the customer and hear about the satisfaction level of customer.

Customer satisfaction is defined how the customer happy with Company's products, services and relationship. It has analysis with a survey and rating given by the customer. This customer satisfaction is measured by the company based on their performance on rendering services and the product which was issued by their Company.

Customer attributes towards the Company is to pertain the purpose of to better understanding and to better executive. The company can have the better understanding about the customer wish and then they can executive their segmentation for the business achievement. Without the customer's view we cannot brought up the sales into the business.

The business people should hear the voice and mind set of the Customer's View.

Customer support towards business is very essential for the growth of the business. If the business people ready to spend the time with Customer's view they can able to analyse their preference and what they need from us.

Customers in the current period are the great king. Without the customers the business people can't able to sustain into the business. The study of strategy about the customers in the petrol bunk will be some different way. In petrol bunk the customer will look after the services rendered by the company.

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

NEED OF THE STUDY

The study of Consumer relationship is enable us to analysis one's own decision on buying the fuel. The very different fuel services attract the Customers.

The way which the service maintained by the fuel station not only to make consumption of fuel but also other services has made by the Shell Petroleum.

This has make us a best service provider. This is the matter that study about the customer relationship with Shell Petrol Pump in locations. Indian market has shown the strong witnessed by the past few years that Shell petrol services and maintained between the customers are satisfied.

OBJECTIVES OF STUDY

PRIMARY OBJECTIVES

- To analyse the customer satisfaction and consumption pattern.
- To scrutinize petrol consumption with suggestion and recommendation.
- To enquire the customer expectation about the product in Shell.

SECONDARY OBJECTIVES

- To differentiate various activities done through Shell.
- To summarize the findings of the study.
- To suggest recommend good decision to attract more customers to build with Customer Relationship management.

LIMITATION OF STUDY

- ❖ The survey was conducted only in Padi Chennai city, so we cannot reflect these results other than the area where the survey was conducted.
- ❖ The sample size has been restricted to hundred and twenty samples; therefore, insufficiency of data is possible.
- ❖ The co-operation obtained from the respondents in responding to the scheduler was not encouraging.
- ❖ Respondents are educated and so it has been created as obtaining the data due to over rate of Price
- ❖ No statistical tool used to select the sample
- ❖ Due to its time and non-co-operation of Branch manager the scope of the study may be less.

REVIEW OF LITERATURE

Rahim Asghari(2016) he has proposed about the customer loyality,customer satisfaction and service quality of the product. Earning customer satisfaction is one of the backbone for the business environment. Marketing is not only creating of new customers to engage into the business firm after earning new customer the company should satisfy the customer needs and wants. The main reason of this purpose is to maintain long-term relationship with customers and then they should not fail to satisfy their own existing customer.

Dr. T. Srinivasan(2015) he gives more trouble to the government to avail the maximum capacity of fuel in the country. In this situation the government liberalized the petroleum policy to the petroleum corporations, to fix the price by themselves by consulting with OPEC (oil and petroleum exporting council) and also private petroleum corporation can establish their own retail outlets to build up the brand and to capture the market. For this a study has been conducted to assess the preference of retail outlet (petroleum corporations) among the

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

consumers in Kumbakonam town. It helps to identify the perception of consumers towards petroleum corporations and to create the brand image among the petroleum corporation.

MUSA MANNEH, MIKHAIL KOZHEVNIKOV & TATYANA CHAZOVA (2020) his perception service quality has the foremost strategic influence for service organizations that reflect the customer's perception of reliability, responsiveness, assurance, empathy and tangibility. In addition, service quality is an action or an activity, which can be offered by any organization tangible or intangible mostly through customer services with the use of technology in a competitive business environment [19–21]. Also, Saeed et al. [23] further revealed that service quality has clear relationships to costs, profitability, customer satisfaction, customer retention, behavioural intention and positive word of mouth plus productivity

Dimitrios Drosos , Michalis Skordoulis , Garyfallos Arabatzis, Nikos Tsotsolas and Spyros Galatsidas(2019) his aim of this paper is to measure industrial consumer satisfaction in the natural gas sector in Greece. By using the Multi criteria Satisfaction Analysis (MUSA) method, the paper measures industrial customer satisfaction based on criteria concerning the provided products and services, communication and collaboration with providers' staff, customer service, pricing policy and website. The research results that are based on the analysis of 95 questionnaires collected during the period between June 2017 and October 2017. It should be noted that the criterion concerning the provided products and services criterion is the only one with high performance and importance—meaning that it should be in the spotlight of the natural gas providers.

Santanu Purohit &**Arvind Kumar Jain(2020)** in this perception Indian Fuel retail market has experienced the evolution of concept of fuel retail product from a commodity to service-based product over last two decades. From a basic commodity (in the pre-independence era) customer perception regarding fuel as a product has evolved over the last two decades to include value added services like free air, oil change, servicing etc. With the technological advancement in the society and upgradation of customers in the arena of technology landscape, customer desires have evolved towards getting value added services under one roof, forcing oil marketing companies (OMCs) to develop large format fuel station which offer many value added services.

Paul Kipkemoi Tanui (2007) in this sector physical factors such as convenience, location, quality and price affect customers and their purchases. One way for these petrol stations to remain profitable in the competitive market is to ensure that they have customers that remain with them for longer. However, the customer loyalty programs applied by these stations were not known. The objectives of the study were to establish the customer loyalty programs applied by petrol stations and determine the extent to which the loyalty programs had resulted in customer loyalty. The study established that the loyalty programs applied by these stations include various types of loyalty cards, maintaining databases of customers, utilizing various kinds of communication modes, giving customers different bonuses and maintaining collaborative partnerships with other non-competing organizations.

Loudon & Bitta (1995) postulate there are three factors associated with the choice of store which a customer chooses to patronize. They are intercity choice, intra city choice and intra store choice. The location of any retail business is an important factor affecting the performance and success of that business (Chan, Padmanabhan & Seetha Raman, 2005). Location may be important in relation to fuel retail stations if there is a correlation between the location of fuel stations and the demand for fuel.

Muhammad Hafiz Abd. Rashid(2008) The main purpose of this study is to
understand the public's satisfaction level and to examine the perception of poor customer service quality public agencies render in Malaysia (specifically in the Road Transport

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

Department). As with most "new" management practices, private sector organizations have adopted the principles of quality customer service at a much faster rate than those in the public sector. This can be attributed to the inherent differences between the sectors in terms of their historical and environmental contexts.

Parameshwari A (2017) in this study she made an information and research over the consumer preference and satisfaction of petrol and diesel products.The model made buyer behaviour stimulus-response model. It helps to identify the perception of consumers towards purchasing a product or service Consumer feedback provides market reflections to the marketer which enables them to gain awareness about consumer preference and satisfaction level towards the services offered by Company.

Dharmendranath (2010) in his study, "A Study on Marketing Communication of HPCL Diesel Engine Lubricants In Hyderabad and Secunderabad city" pointed out that highway customers preferred clean and hygienic eaters while truck drivers wanted dhaba. The survey also found that most customers preferred clean rest room services on highway petrol pumps,which was founded in this study.

Revathy (**2016**) in her study on "A study on value added services in fuel retailing impacting consumer behavior" identified that marketers should bring more value added services to their product like ATM, fleet cards etc in order to attract the consumer.

Elizabeth Mathews, Sangeetha Tanaji Kumble (2012) in their study "Consumer Perception of Branded Petrol in Navi Mumbai" pointed out that Consumers were satisfied with their freedom of choiceful branded fuel. Consumers are extremely satisfied with the products because of best Quantity and Quality. Branded fuel will gain greater acceptance if marketing of product is done in full swing.

V Ramalakshmi (2016) in her study "Consumer attitudes towards petrol pump in Kanyakumari District - A Case study" identified that consumer satisfaction should be the ultimate goal of petrol retail outlet and this can be achieved by making added specialties available in retail outlet like washing, food, recreation etc.

Nechipurenko Dmitry (2019) his perception on competitive market gas station tries to attract more customers as possible.Attraction of more customer's loyality. This study the Russian gas station market to understand what customers value in customer's loyalty programs of gas stations. The author examines and discusses the customers' loyalty programs, types of loyalty programs, analyses the key factors what influence customer loyalty, reasons why companies need loyalty programs.

RESEARCH METHODOLOGY

RESEARCH

Research is a systematic and scientific approach of identification of problem, collecting, processing of data and analysis of data, finding, report preparation, ultimately to find a solution to a problem.

RESEARCH DESIGN

The research includes surveys and fact finding enquires on different factors. So that convenience sampling is adopted. The characteristics used to describe the situation and population are usually some kind of categorical scheme. It refers to the type of research question, design, and data and analysis that will be applied to a given topic.

ESSENTIAL OF A GOOD RESEARCH DESIGN

- It is a plan that specific the objectives of the study and hypothesis is tested.

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

- It is the outline that specific the source and type of information relevant to the research questions.
- It is the blue print specifying the methods to be adopted for gathering and analysing data.
- It is a scheme defining the domain of general is ability.

AREA OF STUDY

A study on customer relationship was carried out at Shell petrol bunk with special reference to Chennai (Padi).

SAMPLING METHOD

A sampling method id a procedure for selecting sample number from a population. Here we adopted the convenience sampling for the collected data.

DEFINITION OF POPULATION

A research population is also known as a well-known collection of individual or objects known as the similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristics or trait.
The population for this study is the customer of Shell petrol bunk.

DEFINITION OF SAMPLE FRAME

A sampling frame is the list of all the item in your population. It's a complete list of everyone or everything you want to study. The difference between a population and a sampling frame is that the population is general and the frame is possible.

SAMPLING TECHNIQUE

We have already stressed the importance if a right choice for an element of the samples. We representative of our respondents based on convenience sampling.

SELECTION METHOD
SAMPLING DATA

1. Target population : Customers of Shell petrol bunk Chennai (Padi)
2. Sample Size :120
3. Sampling Method : Convenience Sampling

DATA COLLECTED METHOD

SURVEY

Survey is a "Fact-Finding" study. It is a method of research involving collection data directly from the population of sample thereof at a particular time. It must not be confused with the more clerical routine of gathering and tabulating figures.

PRIMARY DATA

The data which has been collected for the first time is called primary data.In this project primary data are collected through questionare.
Primary data are generally information gathered or generated by the researcher for the purpose of the project immediately at hand.Whe the data collected for the first time,the responsibilities for their processing also rest with the original investigation.

SECONDARY DATA

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

Secondary Data has been collected through journals, magazines, websites,annual reports etc.

SURVEY RESEARCH

The research was done to learn about Customer relationship management with Shell petrol bunk with special reference with Chennai (Padi)location.

FINDINGS, SUGGESTION & CONCLUSION

FINDINGS:

- Out of 120 respondents, 75 are male and 45 are female, the highest gender respondent is Male.
- Out of 120 respondents,18 respondents in the age group of 31-40. The highest 86 are in the age group of 20-31 and least respondent in the age group of 51-60 are 3 respondents.
- Out of 120 respondents, more respondents are belonging to employee at 75% and least are belongs to employer are at 25%
- Out of 120 respondents, the highest number were Single respondent 79 and least at both widow and Divorce are 2 each respondent.
- Out of 120 respondents,70 respondents are belonging to the 1.5L - 2.5L income level group they are the highest level of percentage level at 58% and least at the level of 17% at income level of 3.5L - 4.5L
- Out of 120 respondents 82% of consumer are using the shell petrol for their vehicle are 98 people.
- Out of 120 respondents, consumption of 2-wheeler is the highest number of 86 with 72% and least numbers of 14 respondent of 4-wheelers at 11%
- Out of 120 respondents, they feel about the price of the fuel is good and least number of respondent answered very excellent at 9%.
- Out of 120 respondents,50% consumer are happy and get satisfaction in the shell petrol bunk at Chennai location (Padi) Only 5% of the user doesn't get the satisfaction.
- Out of 120 respondents,50% level of respondents are accepting the lubricant are satisfying for their own wish.
- Out of 120 respondents the highest respondents (50%) has said that fuel is the extreme service in the shell petrol bunk. Least respondent shows their interest on air filling (13%)
- Out of 120 respondents,53% has stabled that the fuel is a purity level and least of 8% had not satisfied on level of purity of fuel in Shell petrol bunk.
- Out of 120 respondents, 90% respondent were agreed and satisfied with the relationship towards the Shell petrol bunk. Whereas 10% of respondent didn't accept their relationship towards the company.
- Out of 120 respondents, 79 respondents were agreed on based of the performance of fuel is good and 30 respondents were raised that the performance of fuel is excellent and only 3 respondents were say it was poor.
- Out of 120 respondents,50% respondent were consuming fuel in a week at the rate of 2Lt-4Lt in a week and less respondent were consuming 17% at the level of 6Lt-8Lt fuel.
- Out of 120 respondents, the highest respondent response for the once in the week of filling the fuel at 35% and lowest response from the respondent for filling the fuel is 4% only once in a month.
- Out of 120 respondents, the highest respondent was consuming 77% were using petrol and only 6% respondent consuming the diesel it was the least level of fuel consuming by the consumer.

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

- Out of 120 respondents,100 respondent have says the availability of restroom in Shell petroleum in Padi location only 20 respondent are says there is no availability of restroom.
- Out of 120 respondents, most of the customer has response of 92% towards the air filling service is free and only 8% were response to negative.
- Out of 120 respondents, most of the customer has response of 92% towards the oil exchange is free and only 8% were respondent to negative response.
- Out of 120 respondents, the highest respondent has come from Rs.1500Rs.3000 spending fuel for a month at 40% and least respondent from above Rs.4000 as per their consumption level of fuel spending at 15%.
- Out of 120 respondents,77% respondent were using the cash transaction as the highest level and 23% respondent are using the card transaction is least level.
- Out of 120 respondents, the highest respondent 92% were agreed on online transaction is available and least respondent on no online transaction.
- Out of 120 respondent,50% the highest respondent says that the petrol bunk has the 7 fuel pump and 17% least respondent said that only 3 fuel pumps in the Shell petrol bunk in Chennai (Padi) location.
- Out of 120 respondents, the highest respondent 92% were response that the fuel station has providing the petrol card to their customer is available and 8% least respondent were not agreed upon.
- Out of 120 respondents, the highest respondent 92% were response that the fuel station has having the spacious for the consumer and 8% least respondent were not agreed upon.
- Out of 120 respondents, the highest respondent 75% were response that the availability of cleaning vehicle is not there in the location.
- Out of 120 respondents, the highest respondent 75% were response that the availability of free drinking water is not there in the fuel station at respective location.
- Out of 120 respondents, the highest respondent 92% were response that the fuel station has having the convenient store which will help them to purchase the needy items like snacks, beverages, lubricant, etc.
- Out of 120 respondents, the highest 58% response have said that the level of price can be decrease and least respondent from increase the quality because already the Shell petrol bunk have highly providing standard quality to their customers.
- Out of 120 respondents, 90 respondents will refer their friends and relatives for the Shell fuel and 10 respondents will not refer the Shell fuel to their friends and relatives.

SUGGESTION

- Most of the respondents prefer to provide free drinking water to the consumer who coming to fill fuel in the Shell Petrol bunk.
- Most of the respondents prefer to provide restroom facilities for the consumer who consuming fuel in the Shell Petrol bunk.
- Out of 120 respondents, the highest 58% response have said that the level of price can be decrease and least respondent from increase the quality because already the Shell petrol bunk have highly providing standard quality to their customers.
- Need to advertise more about the shell products which will increase the sale volumne of the business because 82% of respondent using regular consumption of Shell fuel.
- The fuel station can provide vehicle cleaning to their customers.
- In shell petrol pump every service should attract the customer.
- Out of 120 respondents,50% level of respondents are accepting the lubricant are satisfying for their own wish.

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages 14337-14345
Received 05 March 2021; Accepted 01 April 2021.

CONCLUSION

Now a day's consumer is more thinking about the fuel as an important and consuming day to day life for their vehicles. So they choosing carefully whey they filing for their vehicles. So they analysing all type of fuel for their vehicle and deciding what they need for them to use for their vehicle.The consumer prefer Shell fuel for the Quality and service rendered to their customers.

- Most of them preferring Shell fuel based on trust on them.
- People believe on their purity of fuel in Shell petrol bunk.
- The people are ready to spend 1/3rd of their income for filling fuel for their fuel.
- Normal fuel is preferred by many customers.
- They accept the performance of fuel is good for their vehicle engine.
- Most of the consumer are to refer to their friends and relatives to consume the shell fuel for their vehicles.
- Consumers are satisfied about their service, quality and relationship of Shell petrol bunk.
- Compare to women, male employee are more consuming the Shell fuel for their vehicles.
- So, they may make some price fluctuation according to their customers.

BIBLIOGRAPHY

REFERENCES

- **Abson, D. J., Fischer, J., Leventon, J., Newig, J., Schomerus, T., Vilsmaier, U., … Jager, N. W. (2017)**. Leverage points for sustainability transformation. Ambio, 46(1), 10–30. doi:10.1007/s13280-016-0800-y [Crossref], [Web of Science ®], [Google Scholar]
- **Arsić, S., Banjević, K., Nastasić, A., Rošulj, D., & Arsić, M. (2018).** Family business owner as a central figure in customer relationship management. Sustainability, 11(1), 1–19. doi:10.3390/su11010077 [Crossref], [Web of Science ®], [Google Scholar]
- Fidel, P., Schlesinger, W., & Esposito, E. (2018). Effects of customer knowledge management and customer orientation on innovation capacity and marketing results in SMES: The mediating role of innovation orientation. International Journal of Innovation Management, 22(07), 1850026–1850055. doi:10.1142/S136391961850055X [Crossref], [Google Scholar]
- Krizanova, A., Gajanova, L., & Nadanyiova, M. (2018). Design of a CRM level and performance measurement model. Sustainability, 10(7), 1–17. doi:10.3390/su10072567 [Crossref], [PubMed], [Web of Science ®], [Google Scholar]
- Pohludka, M., Stverkova, H., & Ślusarczyk, B. (2018). Implementation and unification of the ERP system in a global company as a strategic decision for sustainable entrepreneurship. Sustainability, 10(8), 1–16. doi:10.3390/su10082916 [Crossref],[PubMed], [Web of Science ®], [Google Scholar]
- Hafeez, S & Abbas, T. (2017). Impact of CRM practices on service quality in the banking industry. Pakistan Administrative Review, 1(2), 130-144.
- Ravindran (2011)50 in their study "A Study on Consumer Behaviour Towards Petroleum Retail Outlet in Trichy city' attracting quantity and quality.
- A.T.Kearneys (2007) in his study "A.T.Kearneys Retail Profitability Tree-Global Strategic Management Consulting firm.
- Bennett, Ehrenberg and Goodhardt (2000) in their study "Two Purchase Analysis of Brand Loyalty among Petrol Buyers "discussed about brand loyalty.
- Keller (2001) in his study "Building Customer-Based Brand Equity which helps abiut the popularity of the product.

- Banu Prakash Reddy. E (2012) in his study "A Study on Factors Influencing the sales of Petrol and Diesel in HPCL Limited"payment mode of ATM
- **Santanu Purohit** &**Arvind Kumar Jain (2020)** Evolution of Fuel Retail in India Vis-a-vis Indian Customer: Shift in Consumer Behaviour- International Journal of Management, 11(8), 2020, pp. 199-207
- www.petroleum.com
- www.shellpetroleum.com
- www.shodganga.com
- www.google.com/review of literature