

A Complete Study on Customer Satisfaction towards Reliance Petroleum

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ABSTRACT

This is an attempt to deeply understand how customer has been attracted to Reliance oil industry. Through this we can also understand the underlying techniques are involved to reach their customers.

How to cite this paper: Sathiskana Sivagurunathan | S. Theenasha "A Complete Study on Customer Satisfaction towards Reliance Petroleum" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-5 | Issue-5, August 2021, pp.1733-1739, URL: www.ijtsrd.com/papers/ijtsrd45042.pdf



IJTSRD45042

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INTRODUCTION

Definition

Having a Petrol Pump is a source of pride, but managing it and making it work is a skill. Along with this project we are going to discuss the managing technique of Reliance Petroleum, how petroleum effects the GDP and India's economy.

Our main focus will be on how Reliance Petroleum meets its objectives, etc.

Dhirubhai H.Ambani founder of Reliance Group (1932-2002), brings it as the biggest private enterprise in India, with businesses in the energy and resources. The Group's yearly revenues are over \$34 billion.

The signature company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest privately held company in India.

Overview of the Product

Petroleum, the mineral most in demand in modern industry, provides half of the world's energy requirements. It provides fuel for heating and lighting, machinery and feedstock materials for a wide range of manufacturing industries.

In comparison with other fuels, such as coal, it has several advantages: it occurs in great abundance; it's very easy obtained; it can be cheap to distributed; and above all, it has the large range of domestic and also industrial uses. So it's commonly referred to as "black gold".

Despite repeated forecast of its rapid depletion, world petroleum production is increasing each year. Scientists and geo-physicists, using modern equipment like the gravimeter, magnetometer and seismograph are finding more and new oilfields and are enlarging the world's known reserves of oil. Many of the most recent fields found are below the seabed.

Objective of the Study

Petroleum is one of the major products that decide the economy of a country. What I come to say is that, the price of goods and product depending on the price of petrol and diesel. So in this project I can deeply dig into the importance of petrol or diesel in a country's economy and in public life. From this we also can

understand the marketing strategies that has been using in Reliance Petroleum.

- Get to know about the petroleum and petroleum industry framework.
- To find public’s opinion on petroleum industry.
- How public where effected by sharp rise of petrol and diesel rate.
- To understand the underlying management technique of Reliance Petroleum.
- Find out how Reliance Petroleum works with dealers.
- Do the industry reaches their customers as they aimed

Scope Significant

Petrol and diesel plays an important part in transportation. It is important for everyone to know its value and utilise it rather than wasting it.

The scope of petrol and diesel is very wide. It decides the economy, GDP, the future of government and public.

The significance of this study is to understand the fact that the petroleum industry is the bedrock of our economy.

Therefore the economic importance of petroleum retail market attracts the attention of government bodies, institutions, general public, international oil companies as well as independent marketers.

Industry Profile

The Jamnagar Refinery is a privately held sector crude oil refinery owned by Reliance Industries Limited at Jamnagar, Gujarat, India. The refinery went into on 14 July 1999 for an installed capacity of 668,000 barrels per day. It is currently the largest refinery plant in the world.

Reliance Petroleum is an Indian oil and energy company, owned by Mukesh Ambani of Reliance Industries Limited (RIL), one of India's largest privately held companies. It is headquartered in Ahmedabad, Gujarat, India, with interests in downstream oil sector. RPL was consolidated with Reliance Industries Limited on 29 September. The company's turnover stands at almost INR 440.78 billion(US\$6.2 billion). It’s net profit is \$2.2 billion. Reliance Industries is a parent corporation of Reliance Petroleum.

DATA ANALYSIS AND INTERPRETATION

Age Wise Classification

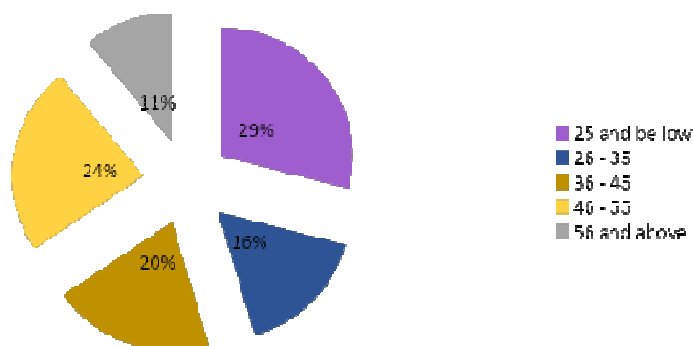


Diagram 1: The diagram shows the age wise classification of respondents

Educational Qualification

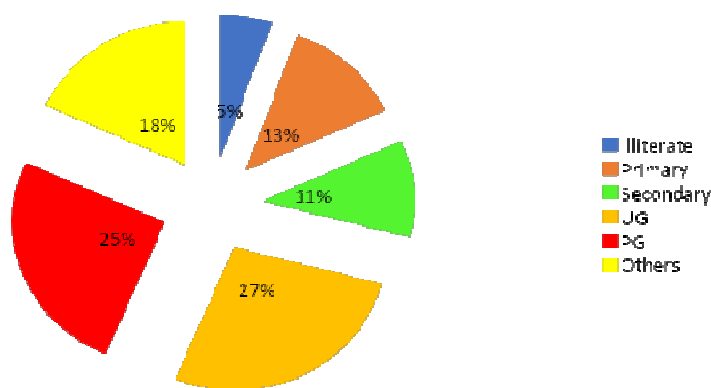


Diagram 2: The diagram shows the educational qualifications of respondents

Occupation

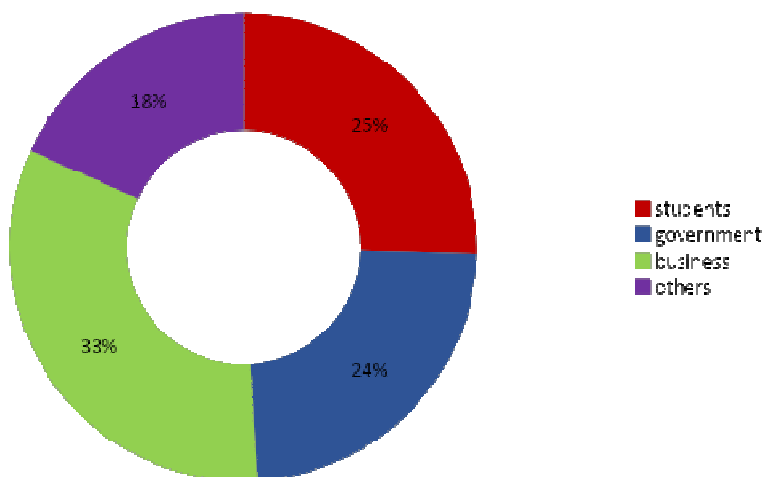


Diagram 3: The diagram shows the occupation of respondents

Monthly Income

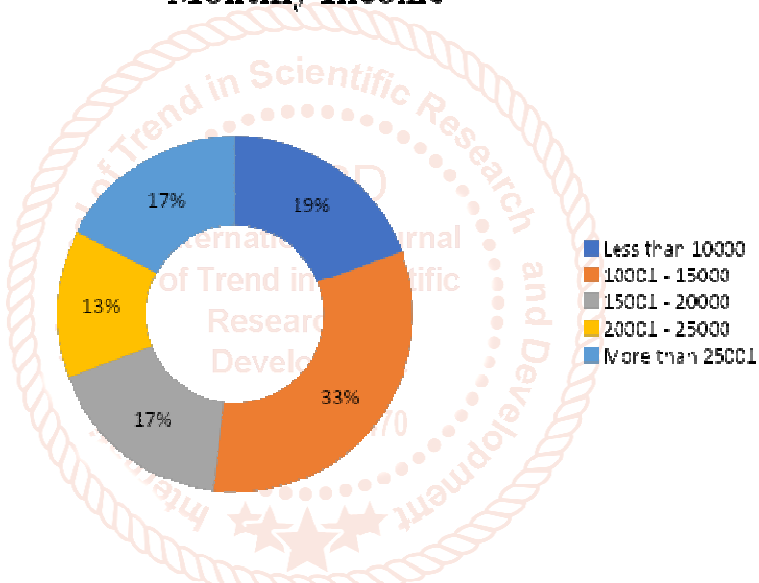


Diagram 4: The diagram show the monthly income of respondents

Marital status

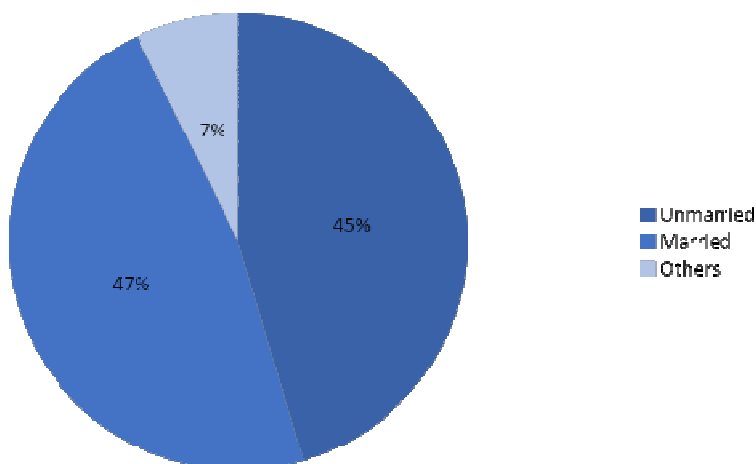


Diagram 5: The diagram shows the marital status of respondents

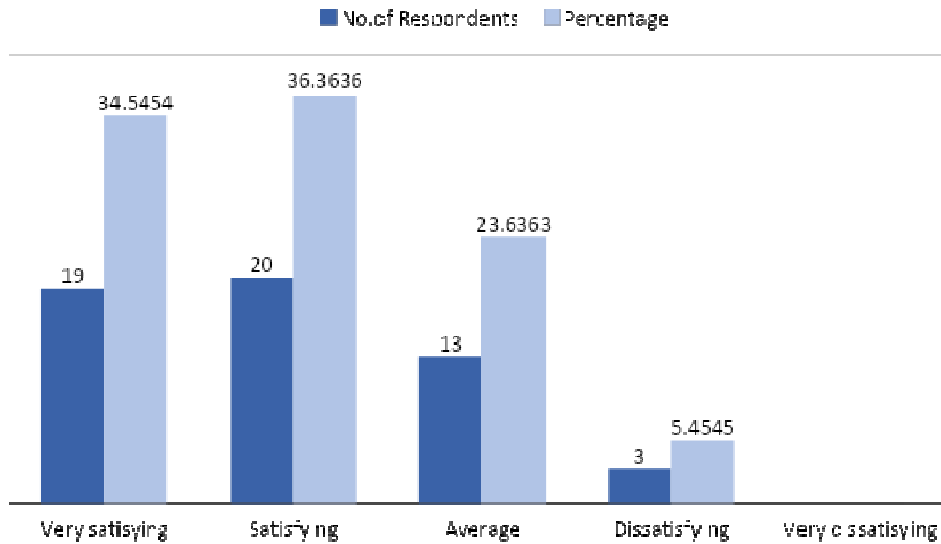


Diagram 6: The table shows the customer satisfaction towards customer service of Reliance Petrol

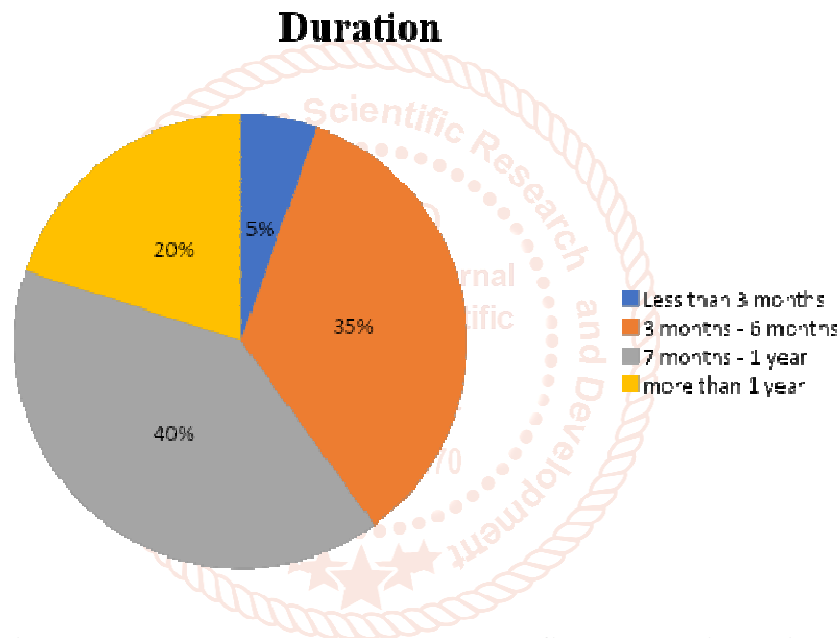


Diagram 7: The diagram shows how long a respondents fill the tank in Reliance Petrol

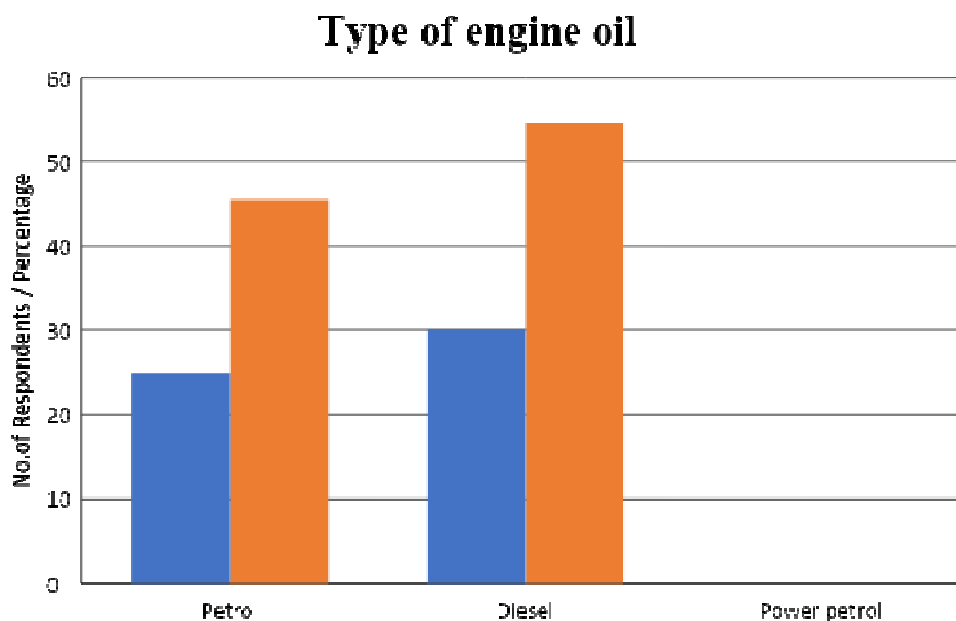


Diagram 8: The diagram shows what types of engine oil respondents use

Duration of filling tank in a week

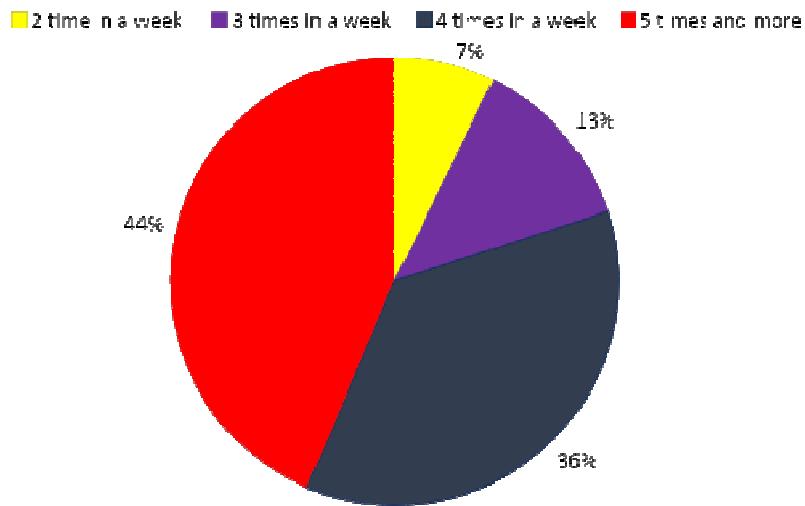


Diagram 9: The diagram shows how occasionally a respondents fill tank in Reliance Petroleum in a week

Using only Reliance Petroleum

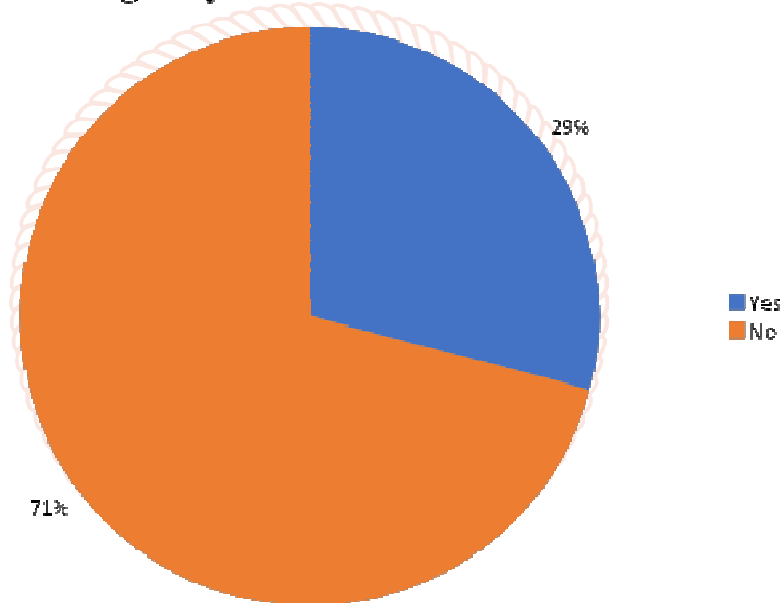


Diagram 10: The diagram shows do the respondents use only Reliance Petroleum

Effectiveness on Engine

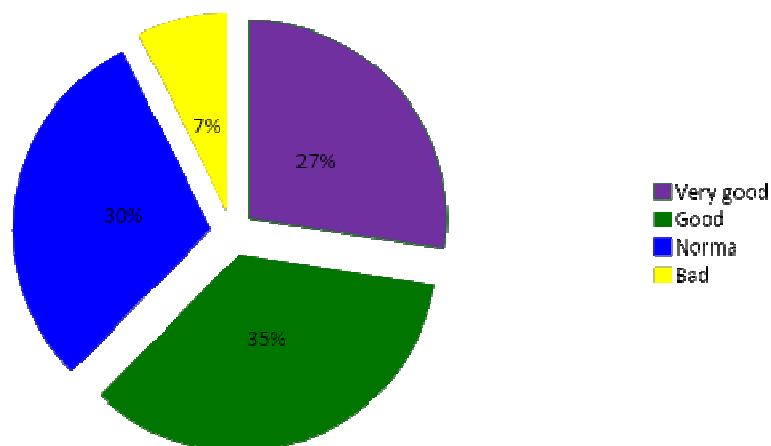


Diagram 11: The diagram shows the effect of Reliance Petroleum on respondents vehicle engine

Response Of Workers

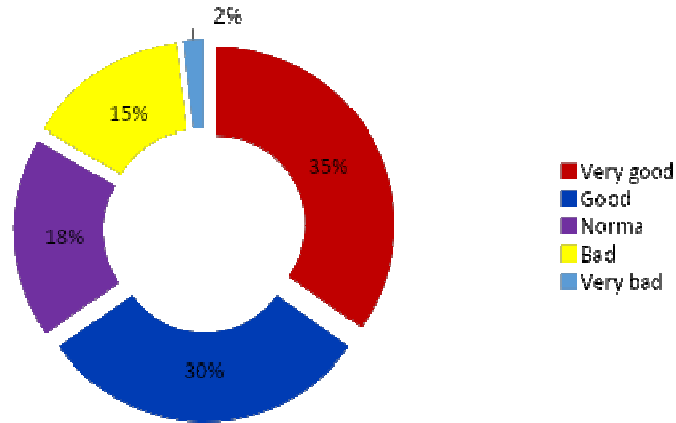


Diagram 12: The diagram shows the response of workers towards customer

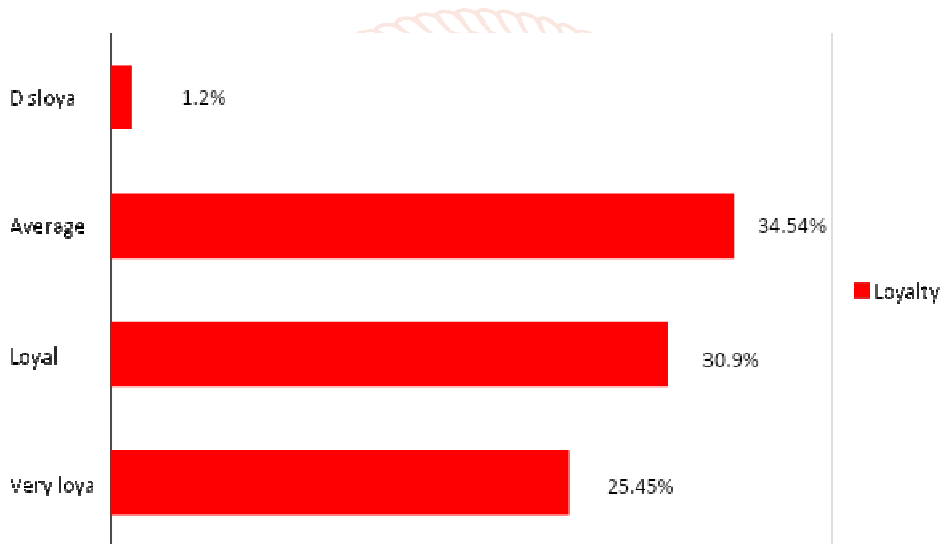


Diagram 13: The diagram shows their loyalty towards customer

Petrol Price Effect

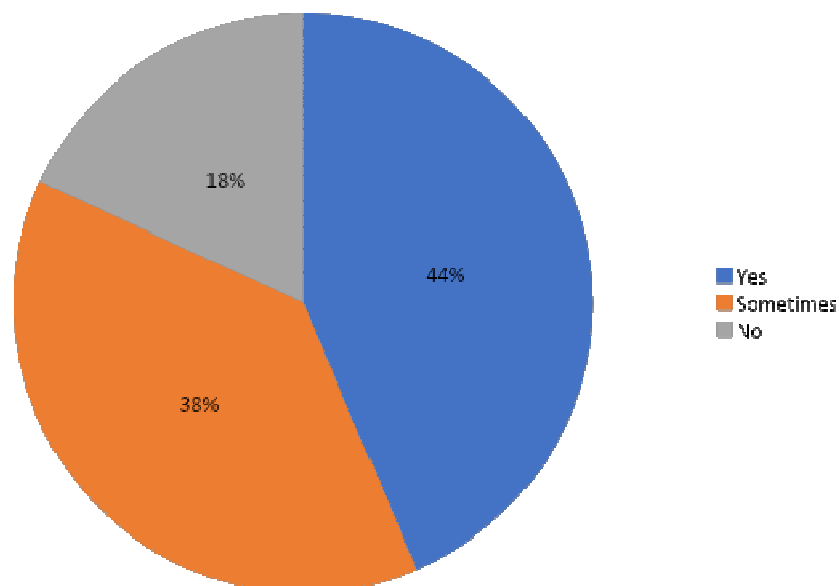


Diagram 14: The diagram shows the petroleum price burden on customer budget

CALCULATION

Observed value (O)	Expected value (E)	O-E	(O-E) ²	(O-E) ² /E
19	11	08	64	05.81
20	11	09	81	07.36
12	11	01	01	00.09
03	11	-08	64	05.81
01	11	-10	100	09.09
$\chi^2 = \sum (O-E)^2/E$				28.16

$$\chi^2_{\text{calculated}} = 28.16$$

DEGREE OF FREEDOM:

$$\text{Degree of freedom} = 5 - 1 \\ = 4$$

Degree of freedom is 4**SIGNIFICANT LEVEL:**

The significant level is taken as 5% for the calculation of chi square critical value.

Significance level (α) = 0.05**CHI SQUARE TABLE VALUE:**

Degree of freedom = 4

Significance level (α) = 0.05

Chi square table (or critical) value for 4 degree of freedom at 5% level of significance,

$$\chi^2_{\text{critical}} = 9.49$$

INTERPRETATION OF CHI SQUARE ANALYSIS:

$$\chi^2_{\text{calculated}} = 28.16$$

$$\chi^2_{\text{critical}} = 9.49$$

$$\chi^2_{\text{calculated}} > \chi^2_{\text{critical}}$$

From the chi square analysis, calculated value is greater than critical value. So, the alternate hypothesis is acceptable. Hence, it is concluded there is no relation between the satisfaction of customer with the service.

CONCLUSION

Reliance Petroleum is that the largest private sector of India. The increase of Reliance Petroleum creating a chance within the global refining sector.

Reliance Petroleum opens many branches over India with Rs.5000 crore of investment. It also creates plenty of job opportunities and widen the area for new comers and fresher.

As if we see this in global view, India has been a developing country but from this they will come to know the strength of India nation.

Petroleum refining and marketing is the second link in Reliance's drive for growth and global leadership in the core energy and materials value chain.

High production capacity ensures industry leading capital per barrel. Reliance dedicated marine facility, giving access to the world's largest crude and product vessels. Scale of operations and energy efficiency ensure the lowest operating costs, globally.

According to the study, their customers satisfy with their service and product. The only main drawback of Reliance Petroleum is they have lack of branches.

Due to this many feels that it is very difficult to find the locality of petrol bunk.

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