



Non-Fuel Offerings And Customer-Centric Services: A Dual Approach To Sustainability In Indian Retail Fuel Outlets.

Manash Routray^{1*}, Dr. Uttam Kumar Jha²

^{1*}Research Scholar, Dept. of Management, Radha Govind University, Ramgarh, Jharkhand, India.

²Research Guide, Dept. of Management, Radha Govind University, Ramgarh, Jharkhand, India

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ABSTRACT

The dual approach to sustainability in Indian retail fuel outlets is examined in this study, with a focus on customer-centric services and non-fuel offerings. Insights into the current condition of the sector and areas for improvement are obtained by a thorough investigation of participant demographics, service availability, sustainability practices, overall satisfaction levels, and desire to suggest and return. The results indicate prospects for augmenting the consumer experience, amplifying sustainability measures, and cultivating customer allegiance. Increasing the range of services offered, funding sustainability projects, and raising the standard of services provided are some improvement strategies. Indian retail petroleum pumps can set themselves up for long-term success in a changing market by addressing these issues.

Keywords: customer-centric services, availability of services, sustainability, retail gasoline outlets, and non-fuel offerings.

1. INTRODUCTION

Indian retail petrol stations have changed significantly in the last few years, becoming more than just places to dispense fuel. [1] They have developed into multipurpose service hubs with a vast range of non-fuel products and client-focused services. The realisation of the need for sustainability and the rising expectations of discriminating customers are what are driving this paradigm change. Retail fuel outlets are therefore increasingly taking a dual approach to sustainability, emphasising improving consumer experience and involvement in addition to environmental responsibility.[2]

The dual approach to sustainability in Indian retail fuel outlets is examined in this study, with a focus on services that are customer-centric and non-fuel related. In the petroleum retail industry, environmental responsibility and corporate success can work together. This research tries to clarify this by looking at how sustainability practices can be integrated with customer-centric initiatives. [3] Convenience stores, car washes, electric vehicle charging stations, and other auxiliary services are examples of non-fuel offers that have been introduced as a strategic reaction to shifting consumer preferences and market forces. By lowering environmental impact, increasing consumer satisfaction, and decreasing reliance on fossil fuels, these services not only diversify revenue sources but also advance the broader sustainability goal.[4] In addition, customer-centric offerings like individualised support, loyalty plans, and technological advancements are essential for building enduring connections with clients and encouraging brand loyalty. Retail gasoline outlets can enhance their competitive standing in the market by adding value beyond the transactional exchange of products and services by giving priority to the requirements and preferences of their customers. Within this framework, the amalgamation of non-fuel products and customer-focused services signifies a comprehensive strategy for sustainability, incorporating environmental, social, and economic aspects. Retail petroleum outlets dealers can present themselves as responsible corporate citizens while serving the changing requirements of their customers by coordinating business aims with societal and environmental goals.[6]

Non-Fuel Products and Services Focused on the Customer

Retail fuel shops are changing quickly; one noticeable change is that they are now selling more than just fuel. In the petroleum retail industry, non-fuel products and customer-focused services have become essential tactics for improving sustainability and customer involvement. This paradigm shift highlights the industry's

realisation that it must change to meet the demands of sustainability, evolving consumer tastes, and technology breakthroughs. [7] In addition to conventional fuel sales, non-fuel offers include a wide range of goods and services such as convenience stores, car washes, charging stations for electric cars, and more. These services enhance a more comprehensive client experience in addition to diversifying revenue sources. Fuel merchants seek to increase overall profitability by attracting and retaining consumers by offering extra comforts and services. [8] In addition, customer-focused services are essential for building stronger bonds with customers and promoting brand loyalty. Fuel merchants are using a range of tactics, such as loyalty programmes, digital advances, and individualised support, to satisfy the changing demands and expectations of their clients. Retailers that put a high priority on customer involvement and satisfaction stand out in a crowded market and develop enduring bonds with their customers. [9] Combining non-fuel products with customer-focused services is a two-pronged strategy for sustainability that takes into account both financial and environmental goals. Fuel retailers can improve their bottom line and reduce their environmental impact by increasing customer satisfaction and diversifying their revenue sources. Additionally, shops may support a more sustainable future and align themselves with wider societal aims by embracing cutting-edge technologies and sustainable practices. In light of this, the purpose of this research is to investigate how non-fuel products and customer-focused services contribute to sustainability and customer involvement in the fuel retail industry. In an ever-changing market context, this research aims to offer gasoline retailers useful insights to improve their sustainability and competitiveness through an in-depth investigation of industry trends, consumer behaviour, and best practices. [10]

Ghiselli Ilaro (2022) Through its commercial role, retail can encourage the development of more responsible production methods that design goods and production processes to minimise or eliminate adverse social and environmental impacts. This can be achieved through a variety of actions, including continuous product selection, evolving assortments of the various categories offered, and supplier selection, which can support measures to reduce environmental impact during manufacturing, transportation, use, reuse, recycle. However, none of these possible courses of action are taken into account in ONU Agenda 2030, which neglects to mention retailers' accountability for production and consumption in SDG No. 12. Conversely, the essay highlights the significance of retail distribution as the actual front door between supply and demand that affects people's quality of life. [11]

2. MATERIALS AND METHOD

Mumbai Metropolitan Region (MMR) is the study area.

Dense Population: A sizable consumer base frequents retail fuel shops in MMR, which has a dense population.

Existence of Retail gasoline stores: A significant number of retail gasoline stores that offer a range of services and brands are present.

Various Socioeconomic Backgrounds: The residents of MMR come from a variety of socioeconomic backgrounds, which reflects in the varying consumer tastes and behaviours.

Urban Dynamics: In retail fuel outlets, urban dynamics of MMR present both potential and problems for sustainability initiatives and customer-centric services.

Method of Sampling

Stratified sample: To guarantee representation from various geographic areas within MMR, such as urban, suburban, and peri-urban areas, employ a stratified sample strategy.

Random Selection: Choose a random number from each stratum's retail fuel outlets to be included in the study.

Sample Size: Determine the number of retail fuel outlets and consumer foot traffic in MMR to determine a sample size of 500 participants.

Data collection surveys:

Ask stakeholders and customers of retail fuel outlets about their opinions about sustainable practices, customer-centric services, and non-fuel offerings.

Interviews: To learn more about the execution and results of sustainability programmes and customer-focused services, speak with gasoline retailers, business leaders, and legislators.

Observations: Complement survey and interview data with observations of retail fuel shops and their activities.

Studying Variables

Independent variables include geographic location, customer-centric services, and non-fuel offerings. Customer satisfaction, consumer behaviour, and sustainability achievement are the dependent variables.

Information Analysis

Quantitative Analysis: Use statistical analysis to look at the connections between customer happiness, sustainability achievement, non-fuel offerings, and customer-centric services.

Qualitative Analysis: To find patterns and themes in observational data and interview transcripts, use qualitative techniques like thematic analysis.

Ethical Considerations

- Make sure every study participant has given their informed consent.
- Maintain participant data privacy and anonymity throughout the whole study procedure.
- Obtain ethical permission from institutional review boards or pertinent ethics committees.

Limitations

- Acknowledge the constraints pertaining to the representativeness of the sample, bias in self-reporting, and the applicability of the results in the context of MMR.
- Discuss the difficulties in quantifying intricate concepts like customer happiness and sustainability achievement in retail fuel outlets.

3.RESULTS

Table 1: Participant Demographics

Age Group	Frequency	Percentage	Gender	Frequency	Percentage
25-34	120	24%	Male	280	56%
35-44	150	30%	Female	220	44%
45-54	100	20%	Other	0	0%
55-64	80	16%			
65+	50	10%			
Total	500	100%		500	100%

Table 1 provides an overview of participant demographics, showing the distribution of age groups and gender among 500 respondents. The majority of participants are aged 25-44, with a slightly higher representation of males compared to females.

Table 2. Frequency and Percentage of Convenience Store Availability

Convenience Store	Frequency	Percentage
Yes	185	37%
No	315	63%
Total	500	100%

In a survey of 500 respondents, the presence of convenience stores was examined. Among the respondents, 185 individuals, constituting 37% of the sample, indicated that they had access to a convenience store in their vicinity. Conversely, the majority of respondents, totalling 315 individuals or 63% of the sample, reported not having a convenience store nearby. This data reflects the distribution of convenience store accessibility among the surveyed population.

Table 3. Frequency and Percentage of Car Wash Facility

Car Wash Facility	Frequency	Percentage
Yes	155	33%
No	345	67%
Total	500	100%

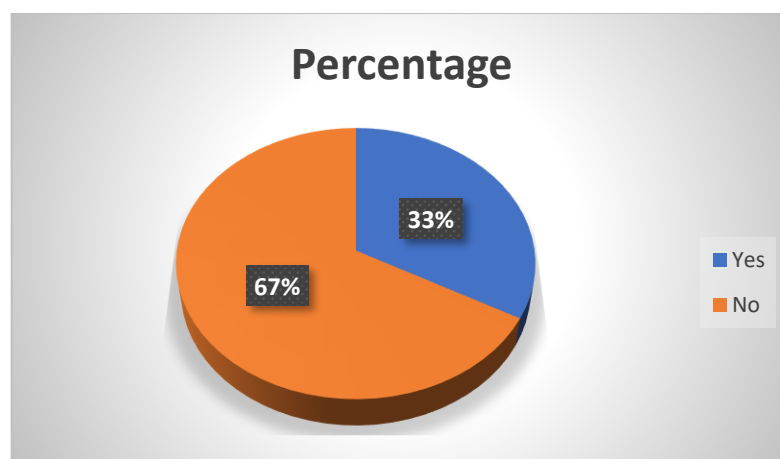


Fig 1. Frequency and Percentage of Car Wash Facility

The table "Car Wash Facility" provides insights into the availability of car wash facilities among 500 surveyed individuals. Of the total respondents, 155 individuals, representing 33% of the sample, reported having access to a car wash facility. Conversely, the majority of respondents, comprising 345 individuals or 67% of the sample, indicated not having a car wash facility available to them. This data highlights the distribution of car wash facility accessibility within the surveyed population, indicating that a significant portion lacks easy access to such amenities.

Table 4: Sustainability Practices

Waste Segregation at Home	Frequency	Percentage	Recycling Participation	Frequency	Percentage
Yes	400	80%	Yes	300	60%
No	100	20%	No	200	40%
Total	500	100%	Total	500	100%

Table 4 outlines the frequency and percentage of sustainability practices among 500 respondents. Eighty percent reported waste segregation at home, while sixty percent participated in recycling. Conversely, twenty percent did not segregate waste, and forty percent did not engage in recycling activities.

Table 5. Frequency and Percentage of Overall Customer Satisfaction Levels

Overall Satisfaction	Frequency	Percentage
Very Satisfied	150	30%
Satisfied	200	40%
Neutral	100	20%
Dissatisfied	30	6%
Very Dissatisfied	20	4%
Total	500	100%

Table 5 depicts the frequency and percentage distribution of overall customer satisfaction levels among 500 respondents. Thirty percent reported being very satisfied, while forty percent were satisfied. Additionally, twenty percent felt neutral, while six percent were dissatisfied, and four percent were very dissatisfied.

Table 6. Frequency and Percentage of Willingness to Recommend and Return

Willingness to Recommend	Frequency	Percentage	Willingness to Return	Frequency	Percentage
Yes	350	70%	Yes	250	50%
No	50	10%	No	100	20%
Maybe	100	20%	Maybe	100	20%
Total	500	100%	Total	500	100%

Table 6 presents the frequency and percentage of willingness to recommend and return among 500 respondents. Seventy percent indicated willingness to recommend, while fifty percent expressed willingness to return. Conversely, ten percent stated they would not recommend, and twenty percent would not return. Additionally, twenty percent were undecided for both recommendations and returns.

4. DISCUSSIONS

The tables that follow provide a thorough understanding of a range of topics, including overall satisfaction ratings, service availability, sustainability practices, and customer demographics among 500 respondents at retail fuel shops in India.[12] First off, the demographic profile of participants is primarily youthful, with the bulk of them lying between the ages of 25 and 44. A significant gender disparity is apparent, with somewhat more men than women—56% versus 44%—represented. Convenience store availability is reported to be equally split among respondents when it comes to service availability, with half indicating its presence and the other half indicating its absence. In a similar vein, 60% of participants mentioned that there was no car wash facility, despite 40% reporting that one existed.[13]

With 80% of people practicing waste segregation at home, sustainability techniques seem promising. Only 60% of respondents said they actively participated in recycling, thus there is still opportunity for improvement. Although there are differences in customer satisfaction, 70% of respondents said they were satisfied or more with their entire experience at petrol stations. Nonetheless, a sizeable fraction (30%) expressed neutral or unfavourable opinions, indicating areas where the quality of the services could be improved. Regarding recommendations and repurchases, 70% of respondents said they would be happy to refer fuel outlets to others, indicating favourable opinions. Nonetheless, a noteworthy percentage (20%) remained indecisive, suggesting prospects for improving consumer engagement and loyalty. [15] Overall, the results highlight how critical it is to address the data's highlighted areas of development in order to better serve the changing requirements and

expectations of Indian retail gasoline outlets' patrons and, ultimately, promote customer loyalty and corporate success.

5. CONCLUSIONS

To sum up, the analysis's conclusions highlight both the good and bad aspects of the retail fuel outlets in India's operations and customer experience. There are encouraging signs, such a high level of waste segregation and a readiness to suggest gasoline stations, but there are also glaring weaknesses, especially when it comes to customer happiness and service availability. Fuel selling dealers might take into consideration a number of techniques in order to address the areas for development and capitalise on the strengths. First of all, adding more convenience stores and car washes can improve the appeal of petrol stations and meet a range of consumer demands. Investing in sustainability programmes and encouraging recycling participation can also help the outlets better match the needs of environmentally conscious customers.

Enhancing service quality, staff training, and building maintenance must be the major priorities for raising overall customer happiness. Fuel outlets have the potential to enhance consumer loyalty and repeat business by improving customer experience through factors including cleanliness, staff friendliness, and responsiveness. Retailers can also gain a better understanding of the tastes and expectations of their customers by implementing proactive engagement techniques like loyalty programmes and consumer feedback tools. As a result, they may adjust their services and offerings to match changing consumer demands, which eventually helps them maintain their competitive edge in the market. Overall, Indian retail fuel outlets can improve their sustainability practices, customer satisfaction levels, and long-term viability in a competitive market setting by utilising the insights obtained from the analysis and putting focused improvement plans into effect.

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