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# **A Study of the Present and Potential Market standing of ' XTRA PREMIUM' of Indian Oil Corporation Ltd., Patna**

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**Abstract :** *With the growth of competition, commodities are giving way to brands. The petroleum companies are no exceptions to it. The branded petrol that promises to offer more mileage at a premium price has joined the bandwagon of late. The study attempts to explore and analyse the market acceptance of a branded petrol in Patna.*

**Keywords :** *Market standing, Friction Modular, Mileage, Usage promotion, Satisfaction Level, Convenience sampling.*

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### **Introduction :**

India is the second largest market in terms of the number of consumers. Marketing is an orderly and insightful process of thinking about and planning for market. The process is applicable to more than just goods and services. Anything can be marketed – ideas, events, organisations, brands, etc. The process begins with researching the relevant market to understand its dynamics and to identify opportunities to meet existing or latent needs. It involves segmenting the market and selecting those segments that the company can satisfy in a better way. It involves carrying out plans, evaluating the result and making further improvement.

Petroleum is a sought after product pertaining to the growing number of vehicles in both metropolitan and smaller cities. In this context, Indian Oil Corporation Ltd. provides a number of products including **XTRA PREMIUM**. The research study attempts to analyse the market standing of **XTRA PREMIUM**. The central question arises what Market Standing is? Market Standing refers to the ranking of the brands, products or company in terms of its sales volume as compared to its

competitors. Good market standing is possible only when the company does:

- Product Analysis and Market Survey
- Sound Financial Planning
- Maintenance of effective internal organisation

### Objectives of the Study :

In the present project work, the main focus was on Market Standing of **XTRA PREMIUM**. This research study aims to achieve the following objectives:

- To identify and analyse the market acceptability pertaining to **XTRA PREMIUM** among the target customers.
- To figure out the most effective media for the promotion of **XTRA PREMIUM**.
- To find out the reasons for the preference of **XTRA PREMIUM** among the consumers.
- To estimate the level of satisfaction among the consumers.

### Hypotheses of the Study :

The hypotheses of the study which are required to be tested regarding their validity are as follows:

- **XTRA PREMIUM** holds a commanding position in the market.
- The promotion of **XTRA PREMIUM** is be possible only at retail outlets.
- Customers are aware about **XTRA PREMIUM**.
- Customers using **XTRA PREMIUM** are highly satisfied with it.

### Research Methodology adopted :

Research Methodology is a way to systematically solve research problem.

Any research is required to be carried in a systematic manner which requires the preparation of a blueprint. It constitutes the following:

- (i) Research Design that was considered appropriate for the study was Descriptive Research.
- (ii) Sources of Data used were:
  - (a) Primary Data Source- (Schedule)
  - (b) Secondary Data Source (includes company's records and viewpoint of executives, books, internet sites.)
- (iii) Data Collection was done through Questionnaires.
- (iv) Sampling Data used was:
  - (a) Sampling unit - Customers
  - (b) Survey -Convenience Sampling
  - (c) Sample Size - 100

The questionnaires were administered to 100 respondents who were selected through Convenience Sampling.

### Major Findings of the Research :

#### Finding of the awareness level of XTRA PREMIUM among the respondents.

	Response	Percentage
Yes	88	88%
No	12	12%

Table 1 : The awareness level of XTRA Premium is very high amongst the respondents which is very much in consonance with the hypothesis

#### Finding of the usage level of XTRA PREMIUM among the respondents.

	Response	Percentage
Yes	31	31%
No	69	69%

Table 2 : The usage level of XTRA Premium is low which goes against the hypothesis. The organisation needs to delve upon as to why despite of an impressive awareness level the preference for the brand is low.

**Finding of the means used for creating consumer awareness about XTRA PREMIUM.**

	Response	Percentage
Advertisement	21	23.86%
Retail outlet employees	19	21.59%
Friends & Relatives	3	3.41%
Hoardings at RO's	31	35.23%
Other factors	14	15.91%

**Table 3 :** The analysis establishes that hoardings at retail outlet and advertisement in various media are the major means preferred for creating consumer awareness.

**Finding of the medium of advertisement by which the consumers became aware of XTRA PREMIUM.**

	Response	Percentage
Outdoor Media	10	47.62%
Newspapers	5	23.81%
Magazines	4	19.05%
Radio	2	9.52%

**Table 4 :** The outdoor media play the predominant role in creating consumer awareness as against print and electronic media

**Finding of the reasons for choosing XTRA PREMIUM.**

	Response	Percentage
Mileage	12	35%
Brand name	9	28%
Longevity of engine	7	21%
Presence of friction modular	2	7%
Environment friendly fuel	1	5%

**Table 5 :** The better mileage as promised by the branded petrol is the major reason for their preference by the target customers

**Finding related to XTRA PREMIUM being an environment friendly fuel.**

	Response	Percentage
Yes	44	44%
No	35	35%
Not Sure	21	21%

**Table 6 :** There is no clear perception regarding the environment friendliness of the product.

**Finding related to consumer satisfaction level.**

	Response	Percentage
Yes	28	88%
No	2	9%
Can't say	1	3%

**Table 7 :** The customer satisfaction level is very high which simply establishes that those who used at are a satisfied lot.

**Finding related to XTRA PREMIUM being economical in the long run.**

	Response	Percentage
Yes	24	77.42%
No	4	22.58%

**Table 8 :** The respondents are of the opinion that the XTRA Premium is indeed economical in the long run as it offsets the incremental cost by the benefits particularly in terms of increased mileage for the automobile.

**Impressions :**

The impressions drawn from this research study specifies and highlights that XTRA PREMIUM is a renowned brand with fair market shares but has lots of scope for improvement. This is a major finding which forms the basis of entire impression write up.

With commodities turning into brands, competition has intensively increased. XTRA PREMIUM is one such petrol brand. In order to be in a commanding position, XTRA PREMIUM should focus on usage promotion and wider availability. Survey should also be done at regular intervals.

The entire research study therefore, plays a vital role in highlighting the areas where XTRA PREMIUM is lacking and also on improving them.

**Suggestions :**

After conducting a research on the present and potential market standing of XTRA PREMIUM, the researcher came across certain areas which required special attention by the organistaion.

Usage promotion should be emphasized and taken better care of as people are aware of the product but are not actually using it

Low availability of XTRA PREMIUM is a major concern and thus XTRA PREMIUM should be made widely available at the retail outlets.

It should also be seen that fuel attendants are properly trained and studies are conducted at regular intervals in order to have a clear picture about the customers' perspective.

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