

**ANNEXURE I****Page1-4****SERVICE QUALITY: SERVQUAL**

(Parsuraman, Zeithaml and Berry 1988)

## Expectations

**DIRECTIONS:** This survey deals with your opinions of \_\_\_\_\_ services. Please show the extent to which you think firms offering \_\_\_\_\_ services should possess the features described by each statement. Do this by picking one of the seven numbers next to each statement. If you strongly agree that these firms should possess a feature, circle the number 7. If you strongly disagree that these firms should possess a feature, circle 1. If your feelings are not strong, circle one of the numbers in the middle. There are no right or wrong answers. All we are interested in is a number that best shows your expectations about firms offering \_\_\_\_\_ services.

- E1. They should have up-to-date equipment.
- E2. Their physical facilities should be visually appealing.
- E3. Their employees should be well dressed and appear neat.
- E4. The appearance of the physical facilities of these firms should be in keeping with the type of services provided.
- E5. When these firms promise to do something by a certain time, they should do so.
- E6. When customers have problems, these firms should be sympathetic and reassuring.
- E7. These firms should be dependable.
- E8. They should provide their services at the time they promise to do so.
- E9. They should keep their records accurately.
- E10. They shouldn't be expected to tell customers exactly when services will be performed. (-)

- E11. It is not realistic for customers to expect prompt service from employees of these firms. (-)
- E12. Their employees don't always have to be willing to help customers. (-)
- E13. It is okay if they are too busy to respond to customer requests promptly. (-)
- E14. Customers should be able to trust employees of these firms.
- E15. Customers should be able to feel safe in their transactions with these firms' employees.
- E16. Their employees should be polite.
- E17. Their employees should get adequate support from these firms to do their jobs well.
- E18. These firms should not be expected to give customers individual attention. (-)
- E19. Employees of these firms cannot be expected to give customers personal attention. (-)
- E20. It is unrealistic to expect employees to know what the needs of their customers are. (-)
- E21. It is unrealistic to expect these firms to have their customers' best interests at heart. (-)
- E22. They shouldn't be expected to have operating hours convenient to all their customers. (-)

NOTES: The items are distributed among the five dimensions of Tangibility (items E1 to E4), Reliability (E5 to E9), Responsiveness (items E10 to E 13), Assurance (E14 to E17) and Empathy (items E18 to E 22) (-) denotes reverse-coded items.

**PERCEPTIONS**

**DIRECTIONS:** The following set of statements relate to your feelings about XYZ. For each statement, please show the extent to which you believe XYZ has the feature described by the statement. Once again, circling a 7 means that you strongly agree that XYZ has that feature, and circling a 1 means that you strongly disagree. You may circle any of the numbers in the middle that show how strong your feelings are. There are no right or wrong answers. All we are interested in is a number that best shows your perceptions about XYZ.

- P1. XYZ has up-to-date equipment.
- P2. XYZ's physical facilities are visually appealing.
- P3. XYZ's employees are well dressed and appear neat.
- P4. The appearance of the physical facilities of XYZ is in keeping with the type of services provided.
- P5. When XYZ promises to do something by a certain time, it does so.
- P6. When you have problems, XYZ is sympathetic and reassuring.
- P7. XYZ is dependable.
- P8. XYZ provides its services at the time it promises to do so.
- P9. XYZ keeps its records accurately.
- P10. XYZ does not tell customers exactly when services will be performed. (-)
- P11. You do not receive prompt service from XYZ's employees. (-)
- P12. Employees of XYZ are not always willing to help customers. (-)
- P13. Employees of XYZ are too busy to respond to customer requests promptly. (-)
- P14. You can trust employees of XYZ.

- P15. You feel safe in your transactions with XYZ's employees.
- P16. Employees of XYZ are polite.
- P17. Employees get adequate support from XYZ to do their jobs well.
- P18. XYZ does not give you individual attention. (-)
- P19. Employees of XYZ do not give you personal attention. (-)
- P20. Employees of XYZ do not know what your needs are. (-)
- P21. XYZ does not have your best interests at heart. (-)
- P22. XYZ does not have operating hours convenient to all their customers. (-)

NOTES: The items are distributed among the five dimensions of Tangibility (items P1 to P4), Reliability (P5 to P9), Responsiveness (items P10 to P13), Assurance (P14 to P17) and Empathy (items P18 to P22) (-) denotes reverse-coded items.

**ANNEXURE –II****Page 1-6****FINAL QUESTIONNAIRE****Section-A**

1. Have you availed Non-Fuel Offerings in the last 6 months at this Petro Retail Outlet? Yes / No

<b>2. EXPECTATIONS</b>									<b>3. PERCEPTIONS</b>								
<p>This survey deals with your opinions of Non-Fuel Offerings offered at Petrol Pumps. Please show the extent to which you think firms offering Non-Fuel Offerings should possess the features described by each statement. Do this by picking one of the seven numbers next to each statement. If you strongly agree that these firms should possess a feature, circle the number 7. If you strongly disagree that these firms should possess a feature, circle the number 1. If your feelings are not strong, circle one of the numbers in the middle. There are no right or wrong answers-all we are interested in is a number that best shows your expectations about companies offering Non-Fuel Offerings at Petrol Pumps.</p>									<p>The following set of statements relate to your feelings about XYZ. For each statement, please show the extent to which you believe XYZ has the feature described by the statement. Once again, circling a 7 means that you strongly agree that XYZ has that feature, and circling a 1 means that you strongly disagree. You may circle any of the numbers in the middle that show how strong your feelings are. There are no right or wrong answers – all we are interested in is a number that best shows your perceptions about XYZ.</p>								
<p>Strongly Disagree</p>									<p>Strongly Disagree</p>								
<p>Strongly Agree</p>									<p>Strongly Agree</p>								
E1.	For Non-Fuel Offerings the companies should have up-to-date equipment.	1	2	3	4	5	6	7	P1.	For Non-Fuel Offerings XYZ has up-to-date equipment.	1	2	3	4	5	6	7
E2.	For Non-Fuel Offerings the physical facilities should be visually appealing.	1	2	3	4	5	6	7	P2.	For Non-Fuel Offerings XYZ's physical facilities are visually appealing.	1	2	3	4	5	6	7
E3.	For Non-Fuel Offerings the employees should be well dressed and appear neat.	1	2	3	4	5	6	7	P3.	For Non-Fuel Offerings XYZ's employees are well dressed and appear neat.	1	2	3	4	5	6	7

E4.	For Non-Fuel Offerings the appearance of the physical facilities of these companies should be in keeping with the type of the Offerings provided.	1	2	3	4	5	6	7	P4.	For Non-Fuel Offerings the appearance of the physical facilities of XYZ is in keeping with the type of the Offerings provided.	1	2	3	4	5	6	7
E5.	For Non-Fuel Offerings when these companies promise to do something by a certain time, they should do so.	1	2	3	4	5	6	7	P5.	For Non-Fuel Offerings when XYZ promises to do something by a certain time, it does so.	1	2	3	4	5	6	7
E6.	For Non-Fuel Offerings when customers have problems, the companies should be sympathetic and reassuring.	1	2	3	4	5	6	7	P6.	For Non-Fuel Offerings when you have problems, XYZ is sympathetic and reassuring.	1	2	3	4	5	6	7
E7.	For Non-Fuel Offerings the companies should be dependable.	1	2	3	4	5	6	7	P7.	For Non-Fuel Offerings XYZ is dependable.	1	2	3	4	5	6	7
E8.	For Non-Fuel Offerings they should provide their Offerings at the time they promise to do so.	1	2	3	4	5	6	7	P8.	For Non-Fuel Offerings XYZ provides its Offerings at the time it promises to do so.	1	2	3	4	5	6	7
E9.	For Non-Fuel Offerings they should keep their records accurately.	1	2	3	4	5	6	7	P9.	For Non-Fuel Offerings XYZ keeps its records accurately.	1	2	3	4	5	6	7
E10.	For Non-Fuel Offerings they shouldn't be expected to tell customers exactly when Offerings will be performed.	1	2	3	4	5	6	7	P10.	For Non-Fuel Offerings XYZ does not tell customers exactly when Offerings will be performed.	1	2	3	4	5	6	7
E11.	For Non-Fuel Offerings it is not realistic for customers to expect prompt service from employees of the companies.	1	2	3	4	5	6	7	P11.	For Non-Fuel Offerings you do not receive prompt service from XYZ's employees.	1	2	3	4	5	6	7
E12.	For Non-Fuel Offerings their employees don't always have to be willing to help customers.	1	2	3	4	5	6	7	P12.	For Non-Fuel Offerings employees of XYZ are not always willing to help customers.	1	2	3	4	5	6	7
									P13.	For Non-Fuel Offerings employees of XYZ are too busy to respond to customer requests promptly.	1	2	3	4	5	6	7

E13.	For Non-Fuel Offerings it is okay if they are too busy to respond to customer request promptly.	1	2	3	4	5	6	7	P14.	For Non-Fuel Offerings customers should be able to trust employees of the XYZ.	1	2	3	4	5	6	7
E14.	For Non-Fuel Offerings customers should be able to trust employees of the companies.	1	2	3	4	5	6	7	P15.	For Non-Fuel Offerings you feel safe in your transactions with XYZ's employees.	1	2	3	4	5	6	7
E15.	For Non-Fuel Offerings customers should be able to feel safe in their transactions with the companies employees.	1	2	3	4	5	6	7	P16.	For Non-Fuel Offerings the employees of XYZ are polite.	1	2	3	4	5	6	7
E16.	For Non-Fuel Offerings their employees should be polite.	1	2	3	4	5	6	7	P17.	For Non-Fuel Offerings employees get adequate support from XYZ to do their jobs well.	1	2	3	4	5	6	7
E17.	For Non-Fuel Offerings their employees should get adequate support from the companies to do their jobs well.	1	2	3	4	5	6	7	P18.	For Non-Fuel Offerings XYZ does not give you individual attention.	1	2	3	4	5	6	7
E18.	For Non-Fuel Offerings the companies should not be expected to give customers individual attention.	1	2	3	4	5	6	7	P19.	For Non-Fuel Offerings employees of XYZ do not give you personal attention.	1	2	3	4	5	6	7
E19.	For Non-Fuel Offerings employees of the companies cannot be expected to give customers personal attention.	1	2	3	4	5	6	7	P20.	For Non-Fuel Offerings employees of XYZ do not know what your needs are.	1	2	3	4	5	6	7
E20.	For Non-Fuel Offerings it is unrealistic to expect employees to know what the needs of their customers are.	1	2	3	4	5	6	7	P21.	For Non-Fuel Offerings XYZ does not have your best interests at heart.	1	2	3	4	5	6	7
E21.	For Non-Fuel Offerings it is unrealistic to expect the companies to have their customer's best interests at heart.	1	2	3	4	5	6	7	P22.	For Non-Fuel Offerings XYZ does not have operating hours convenient to all their customers.	1	2	3	4	5	6	7
E22.	For Non-Fuel Offerings they shouldn't be expected to have operating hours convenient to all their customers.	1	2	3	4	5	6	7									

## Section -B

**Kindly provide information as regards:**

**1. Sex:** Male / Female

**2. Age (Tick appropriate one)**

18-25 Years	
25-35 Years	
35-45 Years	
45-55 Years	
55-65 Years	
65-75 Years	
Above 75 Years	

**3. Income (Tick appropriate one)**

Below Rs.5,000/pm	
Rs.5,000 - Rs.10,000/pm	
Rs.10,000 - Rs.15,000/pm	
Rs.15,000 - Rs.20,000/pm	
Rs.20,000 - Rs.25,000/pm	
Rs.25,000 - Rs.30,000/pm	
Rs.30,000 - Rs.35,000/pm	
Rs.35,000 - Rs.40,000/pm	
Rs.45,000 - Rs.50,000/pm	
Above Rs.50,000/pm	

**4. Vehicle/s owned (Tick appropriate ones)**

Scooter	
Motor cycle	
Car	
Jeep	
SUV	
Tractor	
Truck	
Bus	



## Section-C

(To be filled by field Interviewer)

### Petro Retail Outlet Details

1. Name of Outlet	
2. Oil Company	IOC / HPC / BPC (Tick appropriate one)
3. Address	
4. Contact Person Name	
5. Designation	
6. Telephone No.	

Name of Field Interviewer	
Date of Survey	

### 7. Non-Fuel Offerings at Petro Retail Outlet

(Tick appropriate ones)

Convenience Store	
Food Outlet	
ATM	
Car Wash	
Pollution Under Control Check	
Fleet Card Facility	
Vehicle Servicing	
Money Transfer	
Dhaba	
Dormitory for overnight stay	
Mobile Charge Facility	

**ANNEXURE III**  
**TOTAL VARIANCE EXPLAINED**

PAGE 1

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.148	37.038	37.038	8.148	37.038	37.038	7.770	35.317	35.317
2	4.133	18.787	55.825	4.133	18.787	55.825	4.502	20.464	55.781
3	1.143	5.193	61.019	1.143	5.193	61.019	1.152	5.237	61.019
4	0.826	3.756	64.774						
5	0.741	3.367	68.141						
6	0.702	3.192	71.333						
7	0.646	2.937	74.270						
8	0.584	2.655	76.926						
9	0.552	2.509	79.435						
10	0.514	2.337	81.772						
11	0.486	2.210	83.982						
12	0.464	2.111	86.093						
13	0.432	1.965	88.058						
14	0.400	1.820	89.878						
15	0.396	1.801	91.679						
16	0.319	1.450	93.130						
17	0.301	1.370	94.499						
18	0.282	1.282	95.781						
19	0.267	1.215	96.996						
20	0.243	1.105	98.101						
21	0.225	1.022	99.124						
22	0.193	0.876	100.000						

Extraction Method: Principal Component Analysis.

**ANNEXURE IV  
COMPONENT MATRIX(a)**

PAGE 1-2

	Component		
	1	2	3
E 9	0.854	0.158	-0.043
E 8	0.843	0.061	-0.086
E 6	0.839	0.187	-0.109
E 3	0.833	0.175	-0.028
E 16	0.830	0.189	-0.071
E 5	0.814	0.178	0.034
E 15	0.811	0.191	-0.062
E 4	0.773	0.231	0.110
E 2	0.740	0.250	0.069
E 14	0.738	0.176	0.000
E 1	0.711	-0.150	-0.093
E 17	0.636	0.282	0.149
E 21	-0.219	0.711	-0.110
E 22	-0.214	0.707	0.027

E 13	-0.161	0.672	-0.259
E 19	-0.318	0.653	-0.064
E 11	-0.310	0.649	0.196
E 10	-0.267	0.624	0.277
E 18	-0.307	0.603	-0.088
E 20	-0.261	0.585	-0.104
E 12	-0.344	0.536	0.085
E 7	0.185	0.002	0.915

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

**ANNEXURE V**  
**ROTATED COMPONENT MATRIX (a)**

PAGE 1

	Component		
	1	2	3
E 9	0.863	-0.108	-0.011
E 6	0.859	-0.075	-0.076
E 16	0.850	-0.071	-0.039
E 3	0.847	-0.086	0.004
E 15	0.832	-0.063	-0.031
E 5	0.828	-0.077	0.066
E 8	0.825	-0.197	-0.056
E 4	0.802	-0.016	0.141
E 2	0.777	0.012	0.100
E 14	0.756	-0.056	0.029
E 17	0.685	0.074	0.177
E 1	0.636	-0.357	-0.073
E 21	0.011	0.745	-0.099
E 22	0.009	0.738	0.038
E 19	-0.102	0.719	-0.058
E 11	-0.106	0.709	0.202
E 13	0.060	0.692	-0.247
E 10	-0.076	0.672	0.284
E 18	-0.106	0.669	-0.083
E 20	-0.068	0.638	-0.098
E 12	-0.169	0.614	0.087
E 7	0.141	-0.068	0.921

Extraction Method: Principal Component Analysis.

a. Rotation converged in 4 iterations.