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"COMPREHENSIVE STUDY OF CUSTOMER SATISFACTION AND CUSTOMER RELATIONSHIP MANAGEMENT OF SHELL PLC"

Divya Prashant Mahajan
Student at Sri Balaji University, Pune
Masters of Business Administration
Pune, India

Abstract: The oil and gas industry, a global powerhouse, relies on complex, capital-intensive processes, particularly in midstream activities like transportation and storage. Shifts in demand, especially with shale gas, are changing the landscape. Consumer studies reveal key insights: Alvi et al. (2016) found that location, quality, and rewards are less critical for Karachi fuel station choices due to high demand. Sundanese and Joyce (2022) highlighted the negative impact of rising petrol prices in India, with calls for better pricing and more stations. Shell PLC's customer satisfaction analysis showed positive service ratings but concerns over high prices. Recommendations include improving pricing and services to enhance customer satisfaction and potential growth. These findings offer strategic insights for the oil and gas sector. study has been undertaken to investigate the determinants of stock returns in Karachi Stock Exchange (KSE) using two assets pricing models the classical Capital Asset Pricing Model and Arbitrage Pricing Theory model. To test the CAPM market return is used and macroeconomic variables are used to test the APT. The macroeconomic variables include inflation, oil prices, interest rate and exchange rate. For the very purpose monthly time series data has been arranged from Jan 2010 to Dec 2014. The analytical framework contains.

IndexTerms **– Oil & Gas, Shell PLC, CRM**

INTRODUCTION

Considered the oil and gas industry the biggest sector in the world in terms of dollar value, it is a global powerhouse using hundreds and thousands of workers worldwide and generating billions of dollars globally each year.

The processes and the systems involved in producing oil and gas are highly complex, it is very capital-intensive, and needs state-of-the-art technology. The important components of this complex system involve terminals and storage tanks, ports, ships, and pipelines, which form the midstream oil and gas industry. When the techniques of extracting and refining fossil fuels improved and because of the technology-driven demands raised, petroleum and natural gas became sought-after resources. Throughout the 19th and 20th centuries, US and Russia become leading countries in this industry, joined at times by Canada, Mexico, Iran, Trinidad, Saudi Arabia, and Venezuela.

Historically, natural gas has been linked to oil, and the reason behind this is because of the production process or upstream side of the business. Natural gas has taken on a more important role in the world's energy supply as a consequence of shale gas development in the United States. The consumption has been concentrated in the Organization

for Economic Co-operation and Development (OECD) countries, this is a start to change now, including China, they have higher growth rates in the developing countries.

After the second world war oil dominated the world energy mix, with the OECD 60%-70% of world oil consumption Throughout this period total and per capita energy consumption was very low in developing countries, but now it is beginning to change, as there has been a constant increase in the use of gas in both regions.

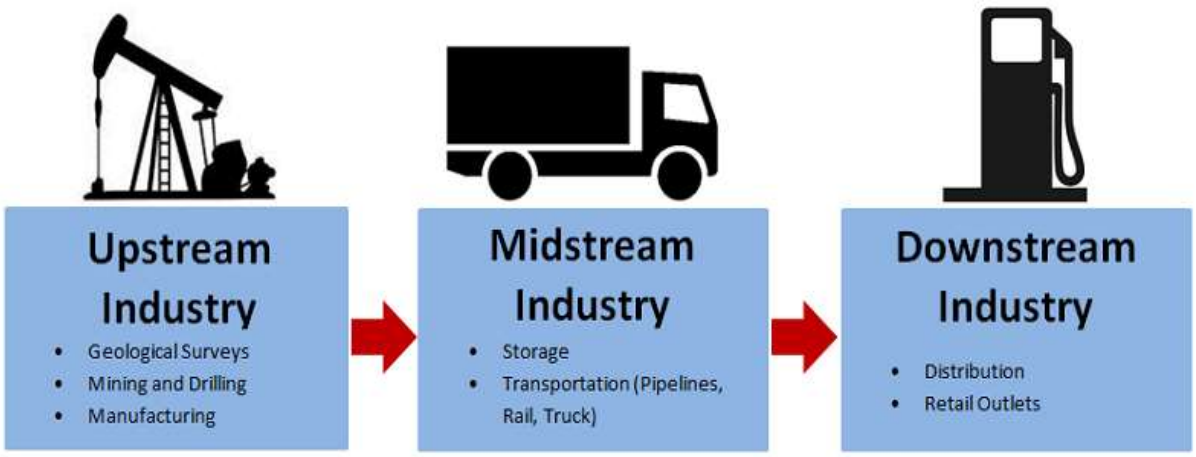
What are the different oil and gas sectors?

There are 3 key areas in the oil and gas sector: Upstream, Midstream, and Downstream.

1. Upstream – It is E&P. Search for underwater and underground natural gas fields or crude oil fields is involved upstream also the drilling of exploration wells and drilling into established wells to recover oil and gas.

2. Midstream - It needs the transportation, storage, and processing of oil and gas. It has to be transported to a refinery, and once the resources are recovered, the refinery is often in a completely different geographic region compared to the oil and gas reserves. Anything from tanker ships to pipelines and trucking fleets can be included in transportation.

3. Downstream - It refers to the filtering of raw materials extracted during the upstream phase. This means purifying natural gas and refining crude oil. natural gas, diesel oil, Petrol, gasoline, lubricants, kerosene, jet fuel, asphalt, heating oil, LPG (liquefied petroleum gas) as well as several other types of petrochemicals are the different forms for marketing and commercial distribution of these products to consumers and end users



Source: Google images

Oil and gas companies:

Oil is a crucial share of the global energy mix. To describe the largest and most influential oil and natural gas producers in the world Big Oil is used, including BP, Chevron, Saudi Aramco, ExxonMobil, Shell, and Total Energies. These oil majors operate upstream, midstream, and downstream. In the 1990s a dramatic fall caused a flurry of Mergers &Acquisitions activity in the Oil &Gas industry. Over time, with major control over worldwide gas and oil reserves, these giant corporations dominated the global petroleum industry.

Top companies in the oil and gas industry:

BP PLC

- Founded: 1909
- Location: London,
- United Kingdom Revenue: USD 222.7 billion

Source: Google images

BP is a British oil company with a focus on the exploration, production, and supply of oil and petrochemicals. The British Petroleum Company PLC and BP Amoco PLC were their previous names.

Acetic acid, ethylene, polyethylene, and terephthalic acid are just a few of the petroleum products that the company refines and sells. The BP brands Amoco, Aral, and Castrol are well known.

The following business divisions comprise the integrated oil and gas company:

Upstream: This includes field development and production as well as oil and natural gas exploration.

Downstream: This sector is concentrated on the reprocessing, production, marketing, distribution, supply, and trading of crude oil, petroleum petrochemical products, and associated services for retail and wholesale clients.

Chevron Corporation

· Founded: 1906

· Location: San Ramon, CA

· Revenue: USD 227.1 billion

Source: Google images

Chevron Corporation is one of the largest oil and natural gas producers in the Permian Basin. Originally known as the Standard Oil Company of California. It operates along the whole value chain of the oil and gas industry, from exploration and production to storage and pipeline transport to refining, marketing, and distribution of oil and gas products. The company also sells petrochemicals and additives. The company explores for, produces, and transports crude oil and natural gas. It also refines, markets, and distributes transportation fuels and lubricants. In the areas where it operates, Chevron has interests in gas-to-liquid facilities. North America, South America, Europe, Asia, the Middle East, and Africa are all operational hub enter for the company. Chevron is headquartered in San Ramon, California, the US.

Saudi Arabian Oil Co. (Saudi Aramco)

· Founded: 1933

· Location: Dhahran, Saudi Arabia

· Revenue: USD 590.3 billion

Source: Google images

State-owned Saudi Arabian Oil Co. (Saudi Aramco) is an energy and chemical company. It performs exploration, crude oil and natural gas production and processing, refining, natural gas fractionation, petrochemical manufacture, and distribution of petroleum products and natural gas. The corporation operates fully-owned domestic refineries and has ownership stakes in refineries built through joint ventures with foreign partners. A network of terminals, bulk processing facilities, air refuelling locations, and pipelines support Saudi Aramco's operations. In the Kingdom of Saudi Arabia, the firm also manages power plants and the transmission and distribution systems that go along with them. In the Americas, Europe, and other locations, the corporation has joint ventures and subsidiaries. Saudi Arabia's Eastern Province, in Dhahran, is where Saudi Aramco is based.

ExxonMobil Corporation

· Founded: 1882

· Location: Irving, Texas, United States

· Revenue: USD 386.8 billion

Source: Google images

Exploration, development, and distribution of oil, gas, and petroleum products are ExxonMobil's areas of expertise. The business ranks highly among the top producers /according to BOE and is one of the leading operators in the Delaware Basin.

Production in (barrels of oil equivalent) in the Central Basin Platform.

In addition to operating facilities globally under three categories, it also conducts oil and natural gas exploration across six continents:

• Upstream: Generates natural gas and crude oil

• Downstream: Produces and sells petroleum-based goods

Offering petrochemical products is chemical.

Moreover, the business sells chemicals, fuels, and lubricants under the Esso, Exxon, ExxonMobil, and Mobil brands.

Shell PLC

· Founded: 1907

· Location: London, United Kingdom

· Revenue: USD 365.3 billion

Source: Google images

Shell is a global energy business with experience in öll and natural gas discovery, production, refining, and marketing. The business, which has locations in more than 50 nations, also creates and sells chemicals. The Royal Dutch Shell Group was established in 1907 as a result of the merging of Shell Transport and Royal Dutch and Trade Company.

Nevertheless, in 2005, when Shell unified its corporate structure, the almost century-old collaboration was terminated. The structure is under the control of Royal Dutch Shell PLC, a single new holding company. Shell became a common term for the Group over time.

TotalEnergies SE

· Founded: 1924

· Location: Courbevoie, France

· Revenue: USD 254.7 billion

Source: Google images

Throughout Africa, Europe, and the US, TotalEnergies owns and manages gas stations. The company not only refines and makes petrochemical products, but also explores for and produces low-carbon electricity, natural gas, and crude oil.

The following business categories of the company:

Exploration and production Include oil and natural gas exploration and production activities,

Integrated gas, renewable energy, and power: This industry sector includes upstream and midstream LNG operations as well as integrated gas and low-carbon electricity businesses.

Chemicals and refining: This category include activities related to trading, petrochemicals, marine shipping, oil supply, refining as well as specialty chemicals.

Marketing and services: Focus on the global supply and marketing of petroleum products

What is the Situation in India?

India plays a major role in influencing the decision-making for all other key sections of the economy, also In India, the oil and gas sector is among the eight core industries.

India's economic growth is closely related to its energy demand, thereby for investment making the sector quite conducive. In 2021 India was spotted as the third-largest consumer of oil in the world. India is expected to provide one of the biggest global contributions to the increase in non-OECD petroleum consumption. In the period from April to October 2022, India consumed 126.12 MMT of petroleum products. High-Speed Diesel, which made up 38.84% of all petroleum products consumed in FY22 in India, was the most popular oil product.

India's oil consumption increased from 4.65 million BPD in 2020 to over 4.9 million BPD in 2021. Due to the increase in demand, the government has adopted several policies. 100% foreign direct investment (FDI) was allowed in many segments of the sector, where natural gas, petroleum products, and refineries, among others, were included. Without any disinvestment or dilution of domestic equity in existing PSUs foreign direct investment limit for public sector refining projects has been raised to 49%. Today It made an attraction for foreign as well as domestic investment, as attested by the presence of companies such as Reliance Industries Ltd (RIL) and Cairn India. It was expected to archive a target of US$ 25 billion investment in exploration and production by 2022. Already India is a refining hub with 21 refineries, including product pipelines and export terminals expansion is planned for tapping foreign investment in export-oriented infrastructure.

How do Oil Industries affect world economy?

The oil industry has a significant effect on the economy, both globally and locally. Here are some ways in which the oil industry can impact the economy:

1) Contribution to GDP: The oil industry is a major contributor to the Gross Domestic Product (GDP) of many countries. The oil industry contributes to the creation of jobs, the generation of revenues, and the growth of the economy.
2) Export earnings: Many oil-producing countries earn a significant amount of their foreign exchange through oil exports. The revenue earned from oil exports can be used to finance government projects, improve infrastructure, and pay off foreign debt.
3) Price fluctuations: Changes in oil prices can have a significant impact on the economy, particularly for oil-importing countries. Higher oil prices can lead to higher inflation and lower economic growth, while lower oil prices can lead to lower inflation and higher economic growth.
4) Investment: The oil industry can attract significant investment in exploration, production, and infrastructure. This can lead to the creation of new jobs, the growth of small and medium-sized enterprises, and the development of new technologies.
5) Environmental impact: The oil industry can have a significant impact on the environment, particularly in terms of greenhouse gas emissions, air and water pollution, and habitat destruction. This can have a long-term impact on the economy, particularly if environmental damage leads to the loss of biodiversity or damage to human health.

In summary, the oil industry has a significant impact on the economy, both in terms of its contribution to GDP and export earnings, as well as its influence on oil prices, investment, and environmental impact.

COVID-19 impact on Oil industry in India

The COVID-19 pandemic has had a significant impact on the oil industry in India, both in terms of demand and supply. Demand for oil in India plummeted in 2020 as the country went into a strict lockdown to control the spread of the virus. The lockdown brought economic activity to a standstill, resulting in a sharp decline in demand for transportation fuels like gasoline and diesel. This led to a surplus of oil in the market, which caused prices to plummet.

The supply of oil in India was also affected by the pandemic. India imports a significant portion of its oil from countries like Saudi Arabia, Iraq, and the United Arab Emirates.

However, the pandemic caused disruptions in the global supply chain, which led to delays in the delivery of oil to India.

The Indian government took several measures to support the oil industry during the pandemic. It reduced taxes on gasoline and diesel to make them more affordable for consumers, and it also provided financial support to oil companies to help them weather the downturn.

Overall, the COVID-19 pandemic had a significant impact on the oil industry in India, but the industry has started to recover as the country has reopened and economic activity has resumed.

LITERATURE REVIEW

1. Mohsin Hassan Alvi, Midra Ikram, Mohammad Haris Mirza & M. Mubashir Q. Khan (2016) in the research paper titled "The Perception of People Regarding Selection of Petrol Pumps in Karachi" made comprehensive research to get an idea about people's perception of the choice of petrol pumps in Karachi. The hypothesis for the study was:
   (1) Location has a significant impact on the choice of Petrol Service Stations
   (2) Quality has a significant impact on the choice of Petrol Service Stations
   (3) Rewards have a significant impact on the choice of Petrol Service Stations.

   For the research paper sample size was 200 and samples were selected randomly and filled out a self-reporting questionnaire. The result of the research paper showed that all three variables; location, quality of product and services, and reward do not play an important role in making a perception about fuel refilling stations amongst customers in Karachi. As the number of vehicles increased and the lack of availability of petrol pumps and CNG, people were not attracted to fancy infrastructure and decorated Stations even if the station is in a narrow lane or at distance from their places, they were ready to fulfill their desires. The reward does not have any impact on their choice of fuel refilling station.

2. SUNDARESAN K, Dr. JOYCE.S (2022) in the research paper titled “A STUDY ON IMPACT OF PETROL PRICE RAISING IN INDIA" made a review of the impact of petrol price fluctuations. The goal of the study was to figure out how much the price of petrol has increased and to investigate the impact of rising petrol prices in India. The area where the research was conducted are:

    - Bharat Petroleum
    - Reliance Petroleum
    - Indian Oil
    - Shell petroleum

    The questionnaire was given to 103 samples in Chennai and the data was collected by convenience sampling method. The research gives a clear view of petrol price hike and the opinion about petrol prices. According to the people, they suffer more from the rise in petrol price.
3. Dr. A. Kadhar Lal, and N. Abdul Hareez (2021) in the research paper titled "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN SHELL PETROL BUNK WITH SPECIAL REFERENCE TO (PADI) CHENNAI" made a review of customer relationship management of Shell. The main objective of the study is to understand customer relationship management and the customers' wants from the company regarding price fixation and analyse the affordability of the price. The sample size for this paper was 120 and data was collected by convenience sampling method. The statistical tool used were percentage analysis and a chi-square test.
    The study concludes that consumers prefer Shell fuel for the Quality of service rendered to their customers and because they trusted in them. It was observed that people believe in the purity of the fuel and were ready to spend 1/3rd of their income on filling fuel. Male employees are more consuming Shell fuel for their vehicles. Out of 120 respondents, the highest 58% responses had said that the level of the price should be lowered and a lesser percentage suggested increasing the quality.

COMPANY PROFILE

Shell PLC is a British multinational oil and gas company headquartered in London, England. Shell is a public limited company with secondary listings on the New York Stock Exchange and Euronext Amsterdam in addition to its primary listing on the London Stock Exchange (LSE). Shell, a key player in Big Oil, ranks among the largest corporations in the world across all industries and is the second-largest investor-owned oil and gas company in the world by revenue (behind ExxonMobil). Shell was the ninth-largest corporate emitter of greenhouse gases between 1988 and 2015, considering both its emissions and the emissions of all the fossil fuels it sells.

The Royal Dutch Petroleum Company of the Netherlands and the "Shell" Transport and Trading Company of the United Kingdom merged to form Shell in 1907. The combined company rapidly became the major competitor of American Standard Oil and by 1920 Shell was the leading producer of oil in the world. In 1929, Shell made its debut in the chemicals sector. From the middle of the 1940s to the middle of the 1970s, the "Seven Sisters" controlled the world's petroleum industry. Shell was one of them. In 1964, Shell participated in the first-ever commercial liquefied natural gas sea transportation (LNG). The mining company Billiton was purchased by Shell in 1970; it was later sold and is now a part of BHP. Gas has risen to be an increasingly important fuel recently.

Shell is vertically integrated and active in all aspects of the oil and gas industry, including petrochemicals, power generation, trading, transportation, production, refining, and marketing. Shell operates in more than 99 nations, generates about 3.7 million barrels of oil equivalent daily, and maintains about 44,000 service stations globally.

Source: Shell PLC website

Vision statement of Shell PLC

"To meet the energy needs of society in ways that are economical, socially and environmentally viable today and in the future too**"**

Mission statement of Shell PLC

"To work closely with Partners, policymakers and customers to advance efficient and sustainable use of energy and natural resources**"**

Tagline OF Shell PLC

"You can be sure of Shell**"**

Name & Logo

The name Shell is linked to the "Shell" Transport and Trading Company. Marcus Samuel Sr., the founder's father, established an import business in 1833 to market seashells to London collectors. The younger Samuel discovered the potential for exporting lamp oil from the Caspian Sea region in 1892 while collecting seashell specimens there. He ordered the Murex, named after a type of snail shell in Latin, to enter this market, and by 1907 the company had a fleet. There is no proof that the refinery at Shell Haven on the Thames, where the company had a facility for several decades, gave rise to the name.

The Shell logo is one of the most well-known commercial symbols in the world. The sea shell Pecten maximus (the giant scallop), on which the design of this logo is based, is known as the "pecten" informally. As Shell built its first gas stations in California, a former Spanish colony, the yellow and red colours are believed to be related to those of the Spanish flag. Raymond Loewy created the logo's current incarnation in 1971.

In relation to efforts to combine the two legally distinct companies (Royal Dutch and Shell) into the single legal entity that exists today, the slash was taken out of the name "Royal Dutch/Shell" in 2005.

Royal Dutch Shell PLC announced plans to rebrand as Shell plc on November 15, 2021.

Source: Shell PLC website

Logo evolution

1900

1904

1909

1930

1948

1955

1961

1971

1995

1999

Products of Shell

1. SHELL ARGINA:

A BN55 grade engine oil called New Shell Argina S5 was designed for the most recent high-output, dual-fuel engines from MAN and Wartsila.

It has undergone testing in the most demanding applications and enhanced base number (BN) retention and viscosity control.

2. SHELL GADINA:

A wide variety of additional equipment is permitted for Shell Gadinia S3, which was created for diesel engines. The liner lacquering that can be a concern in some engine designs has been specifically minimized in Shell Gadinia S3. For smaller vessels, it can offer a single lubrication solution and be used for non-engine applications like stern tubes and reduction gears.

3. SHELL COOLANTS:

Engines can be protected from overheating by coolants, which also safeguard the cooling system from harm from corrosion, scaling, and silt build-up.

But, using low-quality coolants can lead to corrosion and issues with heat transfer, which could cost you money and result in component failure. High-quality coolants shield your car from this harm, keeping it out of the shop and on the road.

4. SHELL CORENA COMPRESSOR OIL:

Air compressors are cost-effective and highly efficient alternatives across a range of production businesses, helping to produce the power that is essential for production. This is due to their high power-to-volume or power-to-weight ratio.

Shell Corena's line of compressor oils have been created in collaboration with equipment manufacturers and customers to fulfill industry standards and address real-world problems. Choose an oil that works hard and smart, with the trust, the performance you can count on, and technology that is at the cutting edge of industry innovation.

5. SHELL DIALA TRANSFORMER OIL:

A variety of oils designed to keep your components in service for longer can help you extend the operational lifetime of your transformers. It makes the most of the equipment's potential and maintains optimal productivity while extending oil life and extends oil drain intervals. It provides transformers excellent protection under larger workloads and a variety of operating conditions. By using transformer oils that are essentially sulphur free, it eliminates the risk of oil-related copper corrosion caused by sulphur build-up.

6. ELECTRIC VEHICLE FLUIDS:

The Shell E-Fluids and E-Greases line is specifically created for the high-tech powertrains of electrified vehicles and is designed to meet a wide range of performance criteria effectively and efficiently.

The car industry is undergoing a significant change as a result of the rise of hybrid and electric automobiles. For many of their clients, e-mobility signifies some of the most significant engineering and design advancements in the history of the sector. They developed a new line of fluids specifically for electric vehicles in our position as the top global maker of lubricants for the past 12 years. They continue their tradition of working with OEMs to design the most cutting-edge, dependable e-fluids in the market as hybrids and electric vehicles continue to provide consumers with increasing levels of performance.

7. SHELL GADUS:

The Shell Gadus family of greases can increase system effectiveness, lengthen the service life of the equipment, and boost productivity. Created to provide safety across different applications and maximize the value for the business.

8. SHELL MORLINA:

Functioning at or above their original design specifications is a trait of efficient bearing and circulation systems. None of the operating conditions, consistent and dependable lubrication is essential.

Shell has developed a portfolio of oils to satisfy the demands of a variety of equipment types and applications, allowing it to select a product to meet technical and operational requirements.

9. SHELL MYSELLA:

Stationary gas engines are increasingly used for reliable power generation as more, and cleaner; energy is required to fulfill the rising energy demands of a growing population.

But they must be carefully maintained if stationary gas engines are to play such a significant part in today's energy mix. Given the difficulties posed by more powerful engines, smaller sump capacities, and lower oil consumption, the right use of efficient stationary gas engine oils is essential.

For a more effective, efficient operation, Shell Mysella does this to assist future-proof gas engines even in the most difficult working circumstances.

10. SHELL NATURELLE:

The Shell Naturelle range is intended to support the efficient operation of equipment and the continuous activity of our world.

This range of lubricants goes above and beyond being "environmentally acceptable," with a significant portion earning the new EU Ecolabel certification. Due to the use of bio-based raw ingredients that are ethically sourced, renewable, and sustainable in the Shell Naturelle range and emissions are reduced.

11. SHELL OMALA:

The Shell Omala line of gear oils is made to help your gears perform harder for longer, improve system efficiency, increase productivity, and lower the total cost of ownership.

Improved defences against abrasion, rust, corrosion, and wear across a variety of applications can lengthen gearbox life. The Shell Omala range is created to help you get the most out of your equipment in even the most difficult circumstances, from remote areas to high temperatures.

12. SHELL RISELLA:

Shell Risella X Oil is a premium technical white oil based on Gas-to-Liquids (GTL) technology that offers valuable performance benefits.

Unlike other oils, Shell Risella X is made from pure syngas, which gives them superior performance in certain functions. This results in a final product with a clear-cut molecular structure that provides additional purity and superior performance in selected applications.

13. SHELL SPIRAX:

The Shell Spirax range of axle, gear, and transmission oils is designed to keep your heavy-duty vehicles running when you need them most, helping to increase production while realizing cost savings.

Since the operational environment for the cars is frequently severe, it's essential to provide part of the product for parts against corrosion, wear, pitting, and bearing failure. The Shell Spirax line of heavy-duty items is intended to make equipment run as efficiently as possible in addition to a range of light-duty and passenger car solutions. Increasing energy efficiency also helps in lowering fuel consumption, while extending oil drain intervals and lowering maintenance costs are both achieved via longer oil life.

14. SHELL TONNA:

Shell's Tonna range is designed specially to lubricate machine tool slides, tables, and feed processes. It can be trusted to deliver effective machining accuracy and trustworthy protection for equipment because of its outstanding frictional properties, very good slideway adhesion, and great anti-wear performance.

15. SHELL TURBO:

Turbines are what carry the industry forward, whether they are employed to keep production lines running smoothly or ensure a reliable energy supply.

Maintaining the power supply can be difficult, especially considering the challenging working conditions that are typical of these energy-intensive industries. environments where sensitive components are subjected to extreme temperatures and stresses.

Product Range:

1. SHELL ARGINA

2. SHELL GADINA

3.	SHELL COOLANTS	
4.	SHELL CORENA COMPRESSOR OIL	
5.	SHELL DIALA TRANSFORMER OIL	
6.		

ELECTRIC VEHICLE FLUIDS

7. SHELL GADUS

8. SHELL MORLINA

9. SHELL MYSELLA

10. SHELL NATURELLE

11. SHELL OMALA

12. SHELL RISELLA

13. SHELL SPIRAX

14. SHELL TONNA

15. SHELL TURBO

Source: Shell PLC website

Sustainability at Shell PLC

Source: Shell PLC website

Powering Progress is their strategy for moving rapidly towards net-zero emissions for their company, in line with society strategically and profitably. It incorporates value creation for stakeholders, clients, and society at large.
a long-standing commitment to using their business approach to support sustainable development. They aim to responsibly deliver greater and greener energy options while balancing the immediate and long-term interests and integrating commitments and goals related to the economy, environment, and society.
Launched in 2021, Powering Progress has four primary objectives that serve there vision of empowering progress together by supplying more and cleaner energy solutions:

- Generating shareholder value: growing value through a dynamic portfolio and disciplined capital allocation;
- Achieving net-zero emissions in step with society: working with the customers and across sectors to accelerate the transition to net-zero emissions;
- Powering lives: powering lives through the products and activities, and by supporting an inclusive society; and
- Respecting nature: protecting the environment, reducing waste, and making a positive contribution to biodiversity.

Their principles of honesty, integrity, and respect for others, as well as their priority on safety, serve as the foundation for Powering Progress.

These will contribute to the achievement of the 17 Sustainable Development Goals set by the UN (SDGs). The Powering Progress plan took the objectives into account, amongst many other things. They can directly contribute to 13 SDGs with their Powering Progress plan actions, while indirectly supporting others.

Shell PLC's marketing strategy and marketing mix (4P's)

Royal Dutch Shell's marketing strategy uses the marketing mix framework, which studies the 4Ps, to analyse the brand (Product, Price, Place, Promotion). There are numerous marketing tactics, such as pricing models, promotion planning,

and product innovation. These commercial methods, which are based on Royal Dutch Shell's marketing mix, help in the brand's mainstream success.

To position itself competitively in the market and achieve its corporate aims and objectives, Royal Dutch Shell's marketing strategy aids the brand/company. Royal Dutch Shell Marketing Strategy & Mix to understand its product, pricing, place & promotion strategies:

Product Mix

This is an explanation of the product mix and approach used by Royal Dutch Shell in its marketing plan:

Three major activities are operated by Royal Dutch Shell.

1) Upstream - this involves searching for fresh liquid and gas reserves.

2) Integrated Gas and New Energies: Natural gas is cooled to create liquefied natural gas (LNG), which is shipped to markets. Gas is then converted into a liquid (GTL).

3) Downstream - Crude oil is processed into a variety of products, including lubricants, bitumen, sulphur, aviation fuel, diesel, heating oil, marine fuel, LNG for transport, and gasoline, diesel, and heating oil.

These products are used for transport, industrial, and residential purposes and are part of Shell's marketing mix. Shell manufactures lubricants for automobiles, trucks, and other industrial machinery used in industries like mining, manufacturing, and power generation. Moreover, lubricants are used for agriculture and construction. Ships, tankers, and small boats all need lubricants. More than 40 countries use the aviation fuel that Shell produces. Shell LPG is used in retail, commercial as well as industrial uses. Chemicals from several different chemical groups are used in multiple industries.

Pricing Mix:

The price in the Royal Dutch Shell marketing mix can be understood by the fact that all these products like oil, petrol, diesel, gas, etc. are commodities.

Oil prices are determined by the price of oil and gas around the world. Brent, West Texas Intermediate, Henry Hub, UK National Balancing Point, and Japan Customs-cleared Crude are benchmarks or reference prices for oil that Shell uses. Production by OPEC countries and the world economy affect the price. Prices for natural gas vary by region and are influenced by supply and demand. Pricing for refined goods is likewise influenced by those for oil and gas. As a result, the market and governmental regulations indirectly influence every product produced by Shell.

Place Mix:

Deliveries can be done anywhere in the world thanks to Royal Dutch Shell's supply and distribution system. In over 25 countries, it has 770 supply points and more than 100 distribution terminals. Moreover, Shell owns the Shell Pipeline Company, which annually moves about 1.5 billion barrels of crude oil and refined goods across the Gulf of Mexico into the United States. As of the end of 2015, Shell operated 43,000 branded retail stations across more than 70 nations.

Promotion Mix:

Shell has a strong brand with a distinctive and recognizable logo that promotes the quality of Shell. With the help of renowned singers and composers, Shell created Sound of Shell, a distinctive promotional campaign that uses music in visual and audio communications to highlight the value of the brand. Shell markets itself as a socially and environmentally conscious business. Shell promotes via television, the internet, in print, and on banners. Moreover, Shell has sponsorship agreements with organizations like Ferrari and McLaren. Shell already has a significant brand presence due to its position as a major global player. Shell has outstanding branding on its fuel pumps all around the world, which contributes to its dominance.

RESEARCH METHODOLOGY

Title of The Study:

“Comprehensive study of customer satisfaction and customer’s relationship management of Shell PLC”

Statement of Problem:

Are the customers of Shell PLC satisfied?

Sources of Information:

The sources of information include Secondary data and primary data collected.

Objectives of the Study:

- To understand the customer satisfaction of Shell PLC customers
- To study the customer relationship of Shell PLC
- To analyse the problems faced by customers on Shell petrol pump
- To find out the areas where people want improvements in Shell PLC

Nature of Design:

The nature of the research design is the descriptive research design.

Socio-Cultural Relevance of the Study:

Shell PLC is a global group of energy and petrochemical companies that employs around 86,000 employees in more than 70 countries. The company aims at catering to the growing need for more and cleaner energy solutions. Shell has announced Powering Progress to transit the business to net zero emission and it has been built on 4 major goals, i.e., Generating shareholder value, achieving net-zero emissions, Respecting nature, and Powering lives. In India, Shell focused on Education, Road Safety, Community Development, and Enterprise Development (CDED) in the Corporate Social Responsibility (CSR) projects.

The Study of expectations for Shell customers and the customer relationship of Shell PLC will help both sides of the coin, i.e., the customers and the company. The company will get an idea about the expectations of the customers of the shell and areas of improvement. This can help the company to provide better products and service experiences to the customers. On the other hand, people will get to know about the contribution of Shell towards the environment and community. Shell employs deaf and dumb people at the petrol pumps that have contributed to the economic development of the Deaf and Dumb people. Further, the study can create awareness about the benefits of the Shell Go+ App.

Geographical Area Covered:

The geographical area covered in the research paper is India.

Timeframe:

The timeframe for the research project is March 2022-2023.

Primary Data Collection:

The primary data was collected through the questionnaire method and scheduling method.

Sampling Technique:

The sampling technique used in the research is Convenience sampling.

Statistical Tools Used:

The statistical tool used for the research is Percentage Analysis.

Limitations of the Study:

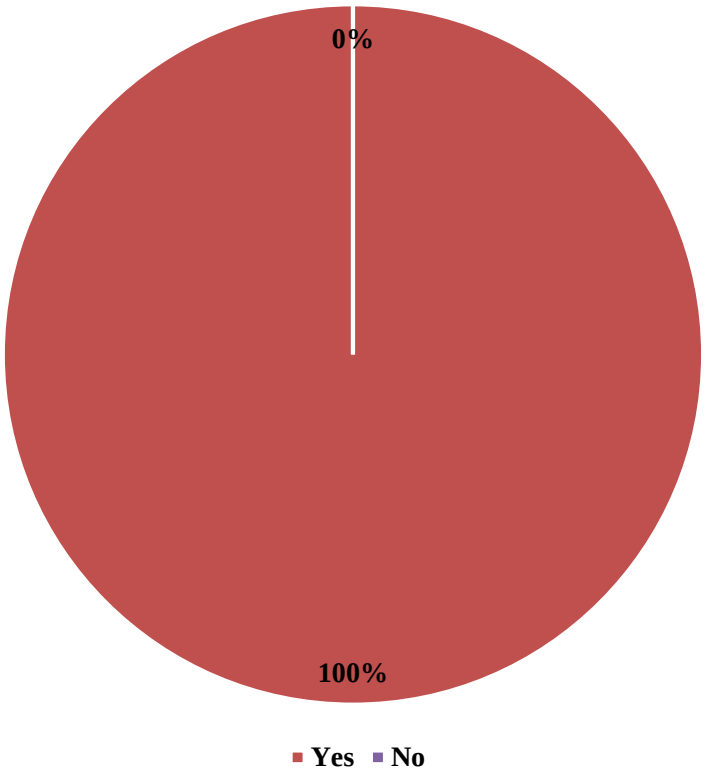
- The entire survey is customer-based, hence the perception of the management side of Shell PLC could not be understood.
- The sample size was limited to 70, which may not give accurate results for the entire population.
- The research was conducted using convenience sampling, which may give biased results.

Scope for Further Research:

The study is based on a sample size of 70, because of the time constraint. However, the research can be improved by collecting more samples from a wide geographical area. The scope of the study can include expectations survey of customers and non-customers. The management side of the company can also be covered in further research, to get an understanding of the management practices used by the Shell PLC.

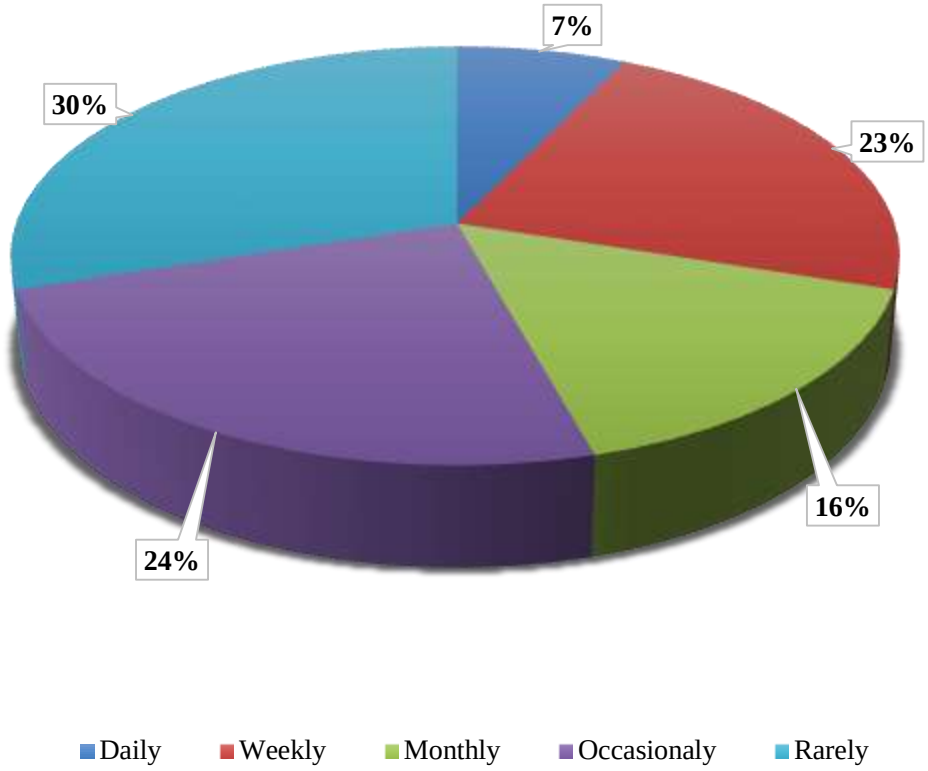
DATA ANALYSIS & INTERPRETATION

Q1) Have you ever purchased oil or gas products from Shell PLC?



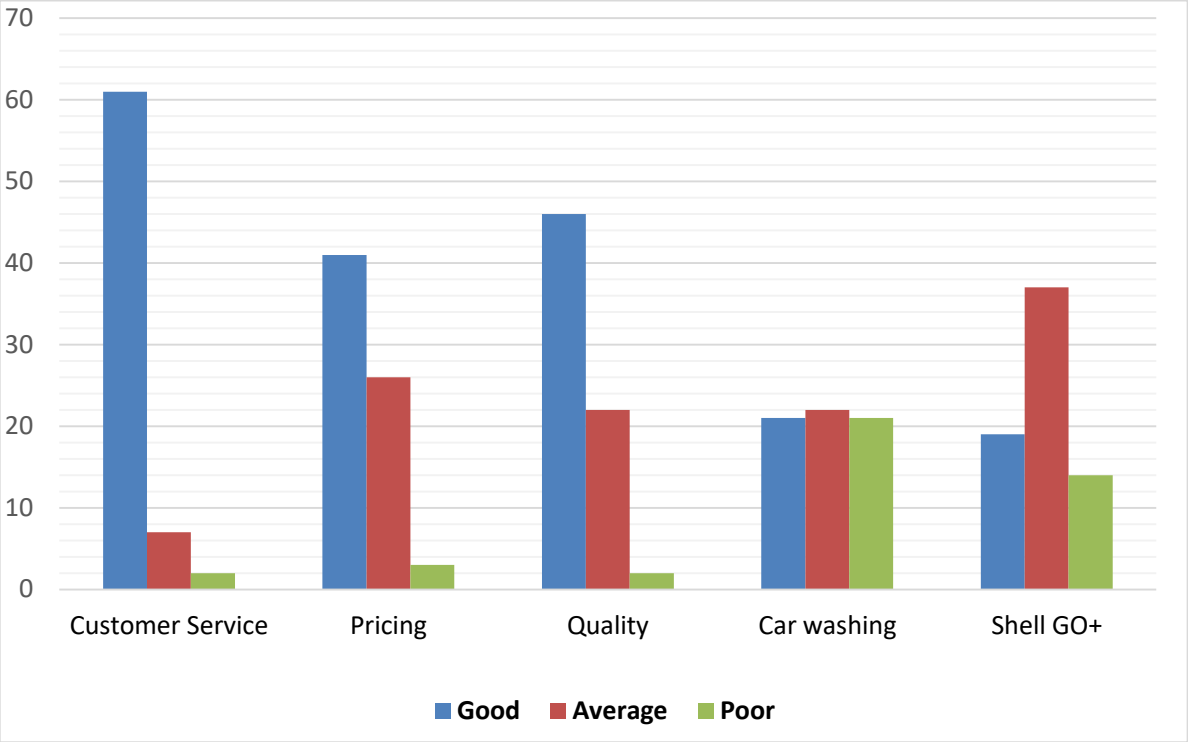
Interpretation: - There were 70 people whom I contacted who were customers of Shell PLC. All 70 people have filled the petrol from Shell pump.

Q2) How often do you purchase oil or gas products from Shell PLC?



Interpretation: - Out of 70 Samples collected, 5 customers purchase oil or gas products daily, 16 customers purchase on weekly basis, 11 customers purchase it monthly basis, 17 customers purchase it occasionally, and the remaining 21 purchase it rarely.

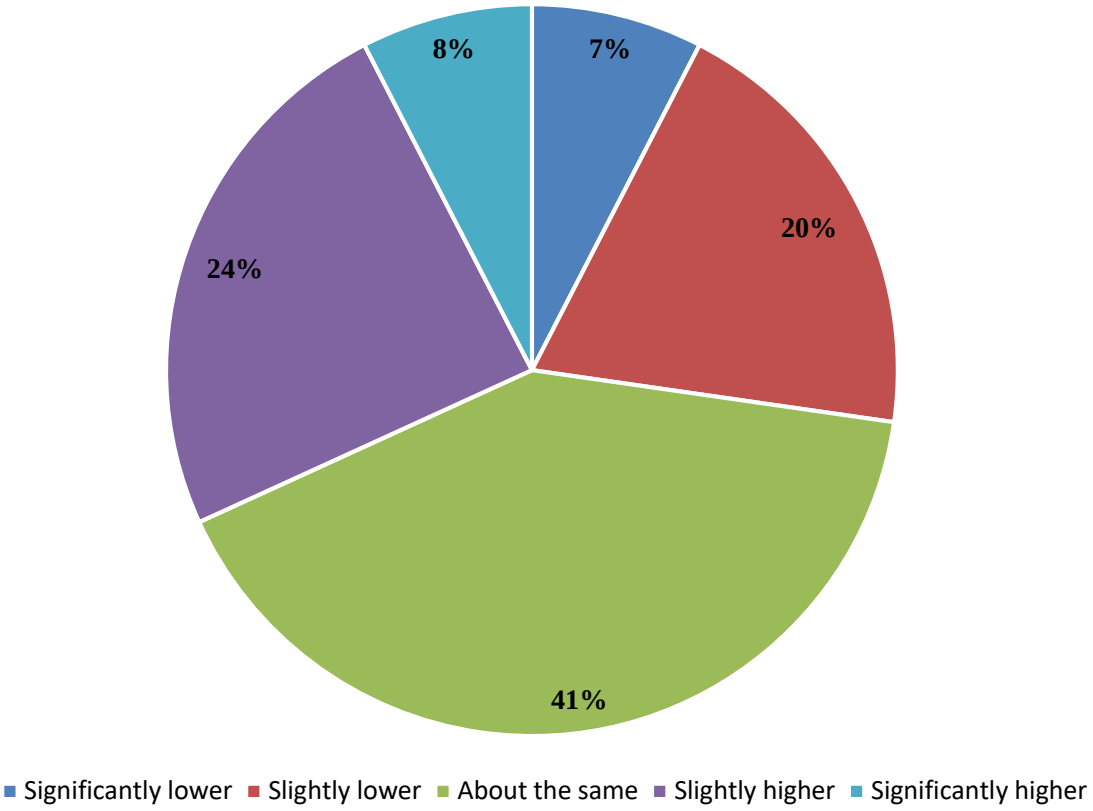
Q3) How would you rate Shell PLC's: Customer Service, Pricing, Quality, Car Washing, Shell GO+



Interpretation: -

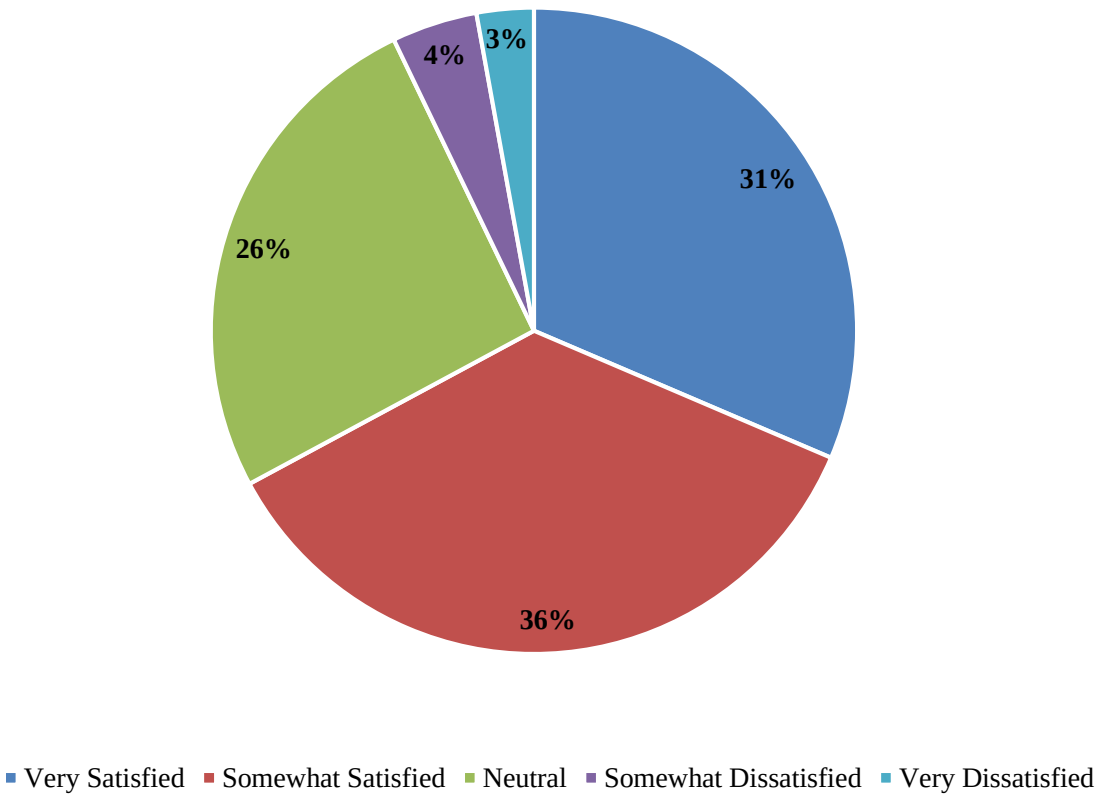
- Customer Service- 61 customers rated Shell's customer service as Good, 7 customers rated it as average and the other 2 customers rated it poor.
- Pricing: - 41 customers rated Shell's pricing as Good, 26 customers rated it average and the other 3 customers rated it as poor.
- Quality: - 46 customers rated Shell's quality as Good, 22 customers rated it as average and the other 2 customers rated it as poor.
- Car washing: - 21 customers rated Shell's car washing Good, 28 customers rated it average and the other 21 customers rated it poor.
- Shell GO+: - 19 customers rated the Shell GO+ application as Good, 37 customers rated it as average and the other 14 customers rated it as poor.

Q4) How would you rate Shell PLC's pricing compared to other oil and gas suppliers?



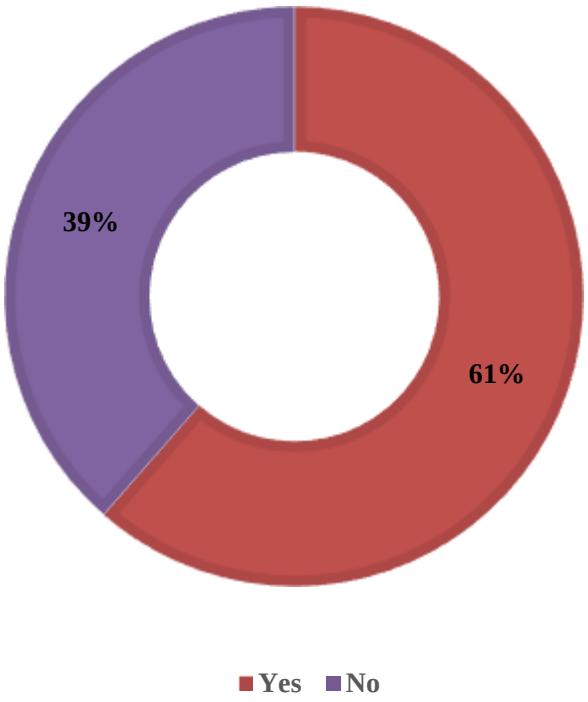
Interpretation: - Out of 70 samples collected, 5 customers find Shell petrol significantly lower than other oil and gas suppliers,13 customers find it slightly lower, 9 customers find it about the same as other suppliers, 27 customers find it slightly higher, and the remaining 16 finds it significantly higher.

Q5) How satisfied are you with the Customer relationship maintained by Shell PLC?



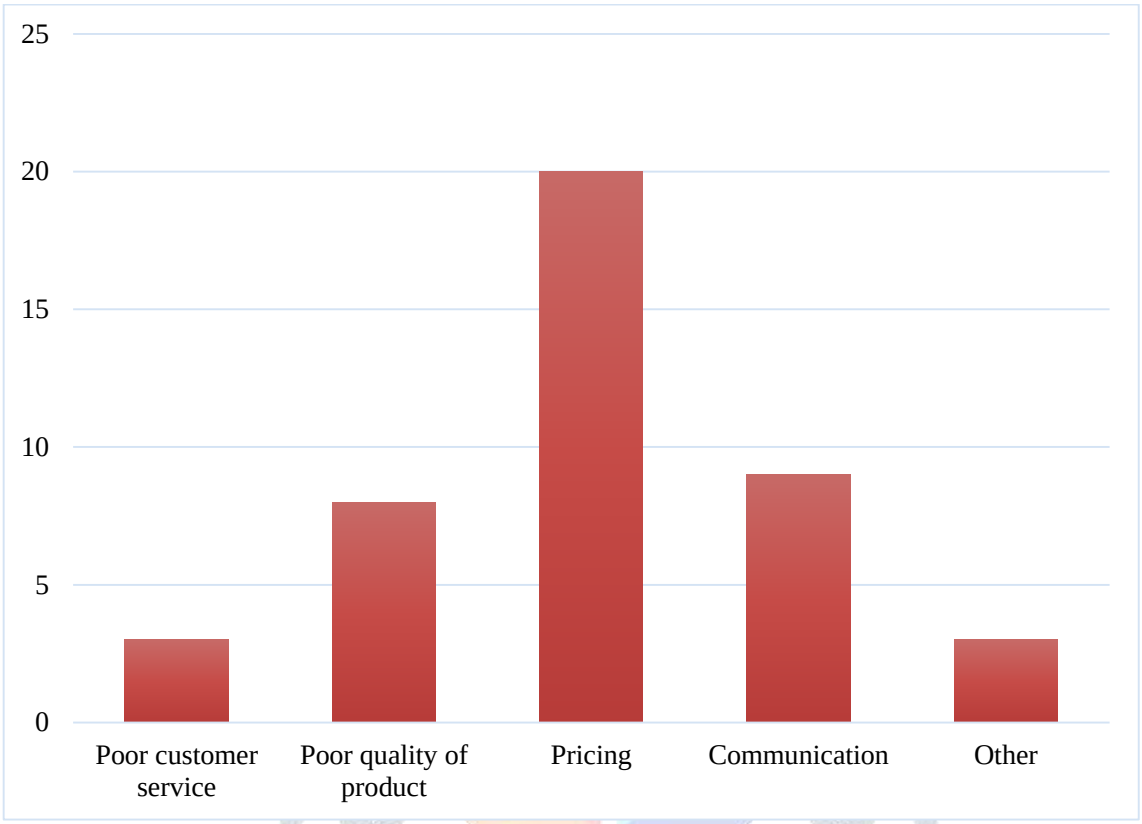
Interpretation: - Out of 70 samples collected, 22 customers are very satisfied with the customer relationship maintained by Shell PLC,25 customers are somewhat satisfied, 18 customers are neutral, 3 customers are somewhat dissatisfied and the remaining 2 customers are very dissatisfied.

Q6) Have you ever faced any problems at Shell PLC?



Interpretation: - Out of 70 samples collected, 43 customers of Shell faced a problem.

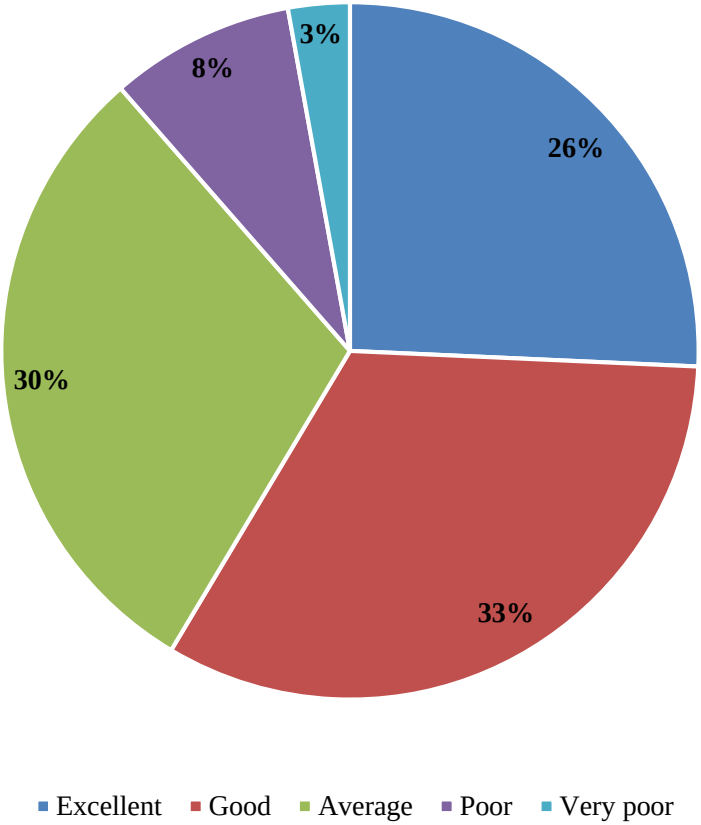
Q7) What are the problems faced? (If yes)



Interpretation: -

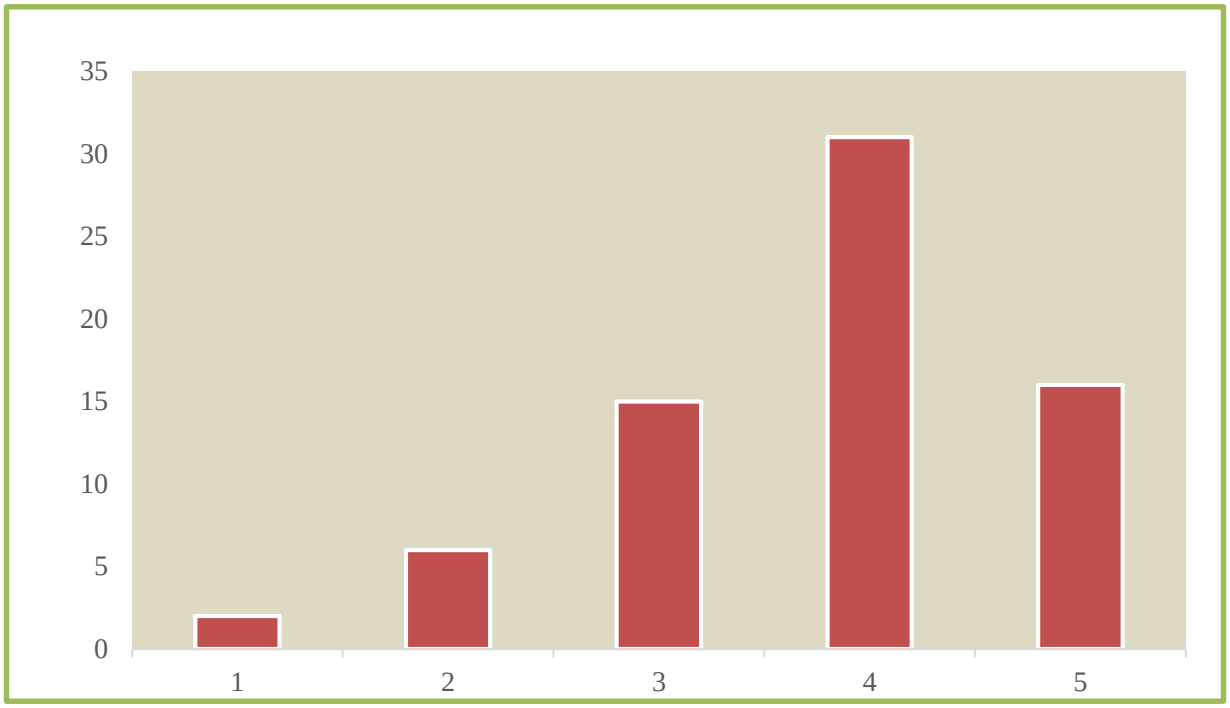
- 7.1% of people faced the problem of poor customer service at the petrol pump.
- 19% of people faced the problem of poor quality of the product.
- 47.6% faced the problem of high pricing which is the major problem faced by maximum customers.
- 21.4% of people faced the problem while communicating with the staff.
- The remaining people selected the 'other' option and mentioned the problem like the sudden shut down of petrol pumps, they have a minimum ₹100 policy for filling the petrol and they suggested that it should be at least ₹50 and as the employees of many petrol pumps are dumb and deaf people faced problem while communicating with them.

Q8) How would you rate Shell PLC's convenience? (e.g.-Location, Online Service, etc.)



Interpretation: - Out of 70 samples collected, 18 customers rated excellent convenience for location, online service, etc. 23 customers rated good, 21 customers rated average, 6 customers rated poor and the remaining 2 rated convenience very poor.

Q9) How likely are you to recommend Shell PLC to others?



Interpretation: - It is observed that out of 70 samples collected, 16 customers are very likely to recommend Shell PLC to others, 31 customers are likely to recommend, 15 customers have neutral reactions to a recommendation, 6 customers are unlikely to recommend and remaining 2 are very unlikely to recommend to Shell PLC to others.

Q10) What are the areas where Shell PLC can improve itself?

Interpretation:- Out of 70 samples collected, the major improvements suggested by respondents are-

- They can improve pricing for increasing customer reach
- Increase the number of petrol pumps in cities
- Service of car washing can be improved
- They should work more for dumb and deaf people
- They should keep the prices at least ₹50 for filling petrol
- The product quality should be improved as they charge very high for it
- Price should be lowered as it is not suitable for students
- Open more stations in the cities. currently, the shell fuel stations are more on highways
- Shell GO+ App should be simplified its very complicated
- Sudden closedown of the pumps, because of shift change
- Improve awareness about the application
- CNG should also be there on pumps

- More offers on the application
- Simplify the Shell GO+ App

CONCLUSION

- After analyzing the survey findings of customer satisfaction and customer relationship management of Shell PLC the research report concludes that all 70 respondents filled petrol from Shell
- Maximum of the respondents rarely fill petrol from shell
- There are 7.1% of people fill their petrol daily
- According to the survey customer service of the shell is Good
- 41 people rated pricing as good, 26 as average, and 2 as poor
- Out of 70, 46 customers find Shell's quality good
- Maximum respondents rated Shell's car washing average
- 37 out of 70 find the Shell GO+ Application average was unliked by most people
- The majority of people find Shell's oil and gas slightly higher than other suppliers
- 22 respondents are very satisfied with customer relationship management by Shell, 25 are somewhat satisfied and 18 gave a neutral reaction to it, only 5 respondents were dissatisfied
- This shows that the majority of the respondents are satisfied with the customer relationship managed by Shell PLC.
- 43 out of 70 faced problems with petrol pumps and the majority of people faced the problem of high pricing
- As per the survey, Shell PLC can improve their pricing strategy to increase their customer reach
- The convenience of Shell has been rated good but some people think it is very poor
- The majority of respondents are likely to recommend Shell PLC to others
- It is observed that people like their customer service and the relationship maintained by them but they want them to lower their prices
- They can improve in there minimum 100 rupees petrol as customers suggested them to make it at least 50 rupees
- Customer satisfaction should be the main aim of Shell PLC because 1 happy customer= 10 potential customers

APPENDIX

Name _____

Age -

- ○ 18-24
- ○ 25-31
- ○ 32-38
- ○ 39-45
- ○ 46 and above

1) Have you ever purchased oil or gas products from Shell PLC?
   - ○ Yes
   - ○ No

2) How often do you purchase oil or gas products from Shell PLC?
   - ○ Daily
   - ○ Weekly
   - ○ Monthly
   - ○ Occasionally
   - ○ Rarely

3) How would you rate Shell PLC's:

		Good	Average	Poor
i.	Customer Service	○	○	○
ii.	Products	○	○	○
iii.	Quality	○	○	○
iv.	Car washing	○	○	○
v.	Shell GO+ App	○	○	○

4) How would you rate Shell PLC's pricing compared to other oil and gas suppliers?
   - ○ Significantly lower
   - ○ Slightly lower

- ○ About the same
- ○ Slightly higher
- ○ Significantly higher

5) How satisfied are you with the Customer relationship maintained by Shell PLC?
   - ○ Very satisfied
   - ○ Somewhat satisfied
   - ○ Neutral
   - ○ Somewhat dissatisfied
   - ○ Very dissatisfied

6) Have you ever faced any problem at Shell PLC?
   - ○ Yes
   - ○ No

7) What are the problems faced? (If yes)
   - ○ Poor customer service
   - ○ Poor Quality of products
   - ○ Pricing
   - ○ Communication with the staff
   - ○ Other _____

8) How would you rate Shell PLC's convenience? (e.g.-Location, Online Service, etc.)
   - ○ Excellent
   - ○ Good
   - ○ Average
   - ○ Poor
   - ○ Very poor

9) How likely are you to recommend Shell PLC to others?

Not Likely	1	2	3	4	5	Very Likely
	○	○	○	○	○	

10) What are the areas where Shell PLC can improve itself?

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