

## **"Examining Elements Affecting Buyer Choices for the Two Leading Companies in the Philippine Oil Sector"**

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**ABSTRACT:** This study investigates consumer preferences for X Corporation and Y Corporation in the Philippines, emphasizing the variables that affect brand loyalty. Using surveys distributed to car owners, the data were examined to gauge satisfaction levels in aspects like service quality, pricing, facilities, and promotional initiatives. The results indicate that X Corporation has a more pronounced consumer preference due to competitive pricing, strategic locations, and exceptional customer service. Suggestions highlight the need to enhance service standards and broaden promotional strategies for Y Corporation to improve customer retention.

**Keywords:** Consumer Preference, Petroleum Industry, Brand Loyalty, Service Quality, Pricing, Philippines

### **I. INTRODUCTION**

The petroleum sector is crucial to the Philippine economy, supplying vital energy resources for both personal and industrial use. Key players include X Corporation and Y Corporation, which lead the domestic market. This study investigates the factors that impact consumer preferences for these two brands, intending to identify practical insights for boosting customer satisfaction and loyalty.

The petroleum sector in the Philippines serves as a foundation of the country's energy framework, supporting a wide variety of activities from transportation to manufacturing. As the nation progresses, the need for dependable and accessible fuel sources has increased, highlighting the significance of major industry participants. X Corporation and Y Corporation have established themselves as leading figures, influencing the local petroleum market through their extensive distribution networks, innovative products, and competitive pricing strategies. Their contributions to ensuring energy security and addressing the varied needs of Filipino consumers further solidify their status as industry leaders.

Grasping consumer preferences between these brands is vital in a market characterized by rivalry and evolving consumer expectations. Factors such as pricing, product quality, brand loyalty, and accessibility shape the selections of Filipino consumers. This study aims to explore these determinants more thoroughly, illuminating how these companies can improve their offerings to maintain market share and strengthen ties with their clientele. Through data-driven analysis, this research intends to offer meaningful insights that will benefit both consumers and stakeholders within the petroleum sector.

### **II. STATEMENT OF THE PROBLEM**

This research concentrates on comprehending the elements that influence consumer preferences between X and Y, two prominent gasoline station brands in the Philippines. The study aims to examine the frequency of consumer visits, weekly fuel spending habits, satisfaction levels regarding service features, and the efficacy of promotional strategies. By addressing these essential questions, the study endeavors to present a comprehensive overview of the consumer decision-making process and the key factors that affect brand loyalty in the fuel sector.

Additionally, the research explores the main factors influencing brand preference to determine if elements such as pricing, accessibility, product quality, and brand image hold considerable importance in consumer decisions. By examining these factors, the study aims to provide insights that may inform strategic actions for both X and Y, ultimately improving their customer engagement and market position. The study aims to answer the following questions:

1. What is the frequency of consumer visits to gasoline stations?
2. How much do consumers spend on fuel weekly?
3. Are consumers satisfied with service features such as courteousness, efficiency, and cleanliness?
4. How effective are promotional tools like reward cards and discounts?
5. What are the major determinants of brand preference?

### **III. CAUSES OF THE PROBLEM OR AREAS OF CONSIDERATION**

**Service Quality:** Service quality greatly influences consumer satisfaction, as aspects like courteousness, politeness, and speed of service leave a lasting impression on customers. Subpar service can discourage repeat visits, while outstanding service promotes loyalty and positive recommendations, making it a crucial area for enhancement in sustaining competitiveness.

**Pricing and Discounts:** Competitive pricing and appealing discounts are vital in shaping consumer buying decisions, especially in a market sensitive to price. Customers tend to emphasize affordability and view value-for-money as a factor of loyalty, making reliable and attractive pricing strategies essential for maintaining market share.

**Facilities:** The state of a gasoline station's facilities, including cleanliness, ambiance, and well-kept restrooms, significantly influences the overall customer experience. Stations that disregard these factors risk losing customers to rivals who prioritize cleanliness and comfort.

**Brand Location:** The accessibility and convenience of gasoline station locations are significant factors in fostering customer loyalty. Stations located in busy areas or along convenient routes enjoy a clear advantage, as customers usually prioritize ease of access when choosing a fuel provider.

**Reward Programs:** Reward programs, like loyalty cards and point-based incentives, play a crucial role in boosting consumer engagement and promoting repeat visits. Well-designed and effectively promoted reward systems can enhance the customer experience and cultivate a lasting relationship with the brand.

### **IV. ALTERNATIVE COURSES OF ACTION**

**Employee Training Programs:** Both X and Y could introduce comprehensive training initiatives for their station attendants, concentrating on customer interaction, problem-solving, and service efficiency. By preparing employees with the abilities to deliver exceptional service, the brands can significantly improve customer satisfaction and loyalty.

**Competitive Pricing Strategies:** Frequent market evaluations can assist both brands in achieving competitive pricing that meets consumer expectations while safeguarding profitability. Implementing dynamic pricing models and providing periodic discounts can attract price-conscious customers while balancing operational costs.

**Enhanced Facility Maintenance:** Allocating resources for the regular maintenance of facilities, especially in restroom cleanliness and station aesthetics, can greatly enhance the overall customer experience. A tidy and inviting environment can set a brand apart and encourage customers to return.

**Innovative Promotions:** By introducing inventive and targeted promotional activities such as discounts, loyalty reward programs, and seasonal campaigns, both brands can engage varied customer groups. Customized marketing initiatives can elevate brand visibility, drive customer acquisition, and encourage repeat business.

**Community Engagement Initiatives:** Creating campaigns that are driven by the community, such as local sponsorships, environmental programs, or charitable events, can assist in enhancing the brand's reputation and building trust among consumers. These efforts not only generate goodwill but also position the brands as socially responsible and committed to the communities in which they operate.

### **V. RECOMMENDATION**

X and Y should concentrate on enhancing service quality and ensuring facility cleanliness to boost customer satisfaction. Y, specifically, needs to implement aggressive pricing and promotional tactics to recover lost market share. Both companies ought to explore the use of digital platforms to broaden reward card capabilities and encourage consumer interaction. Regular customer feedback systems can facilitate ongoing improvements.

X and Y should aim to improve service quality and keep their facilities clean to offer a better experience for customers. Training staff to be more polite, effective, and responsive can directly enhance customer satisfaction and foster brand loyalty. Making sure that stations are well-kept, particularly regarding cleanliness and comfort, will contribute to creating a friendlier atmosphere and encourage customers to return. These efforts should be prioritized, as they have a significant effect on customer retention and satisfaction, particularly in an industry where customer service can set one brand apart from others.

Moreover, Y should implement more aggressive pricing and promotional tactics to reclaim lost market share. Providing competitive prices, discounts, and loyalty rewards will draw in cost-conscious consumers and help cultivate a stronger brand loyalty. Both companies might also look into increasing their

digital presence by integrating mobile applications and online platforms for easier access to rewards and promotions. Utilizing these resources can boost customer engagement and simplify the process of earning and using rewards. Conducting regular customer feedback surveys will yield important insights into areas needing improvement, ensuring that both X and Y remain attentive to customer demands and continue to adapt to market trends.

## **VI. CONCLUSION**

This study establishes that consumer choices in the petroleum sector are primarily influenced by pricing, service quality, and facility cleanliness. X's advantages in these domains, notably its efficient service and well-kept stations, have played a crucial role in its leading market position over Y. Consumers emphasize the importance of affordability and a positive service experience, areas where X performs well, enabling it to maintain a loyal customer following. However, Y has the opportunity to lessen the disparity by enhancing its pricing approaches, refining service delivery, and addressing maintenance concerns regarding its facilities.

To remain competitive, Y must concentrate on bridging these gaps while implementing more assertive marketing and pricing strategies to recover market share. Conversely, X should persist in leveraging its strengths and invest in innovation, such as digital engagement and expanded rewards programs, to maintain its edge in the competitive environment. Both brands must stay committed to customer-focused strategies, consistently evaluating consumer preferences and needs to ensure they remain pertinent and responsive. Ongoing innovation, flexibility, and a strong dedication to customer satisfaction are vital for achieving long-term success in the continually changing petroleum market.

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