

Internship Report on  
**Omera Petroleum Limited**

BUS400: Internship  
BRAC Business School





Topic of the Report,  
**“Consumer Behavioral Intention on purchasing Omera LPG”**

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## Letter of Transmittal

30<sup>th</sup> April, 2019

Mr. Mohammad Atiqul Basher  
Lecturer  
BRAC Business School  
BRAC University

**Subject:** Letter of Transmittal.

Dear Sir,

I am very pleased to submit my Internship report on Omera Petroleum Limited where I have got the privilege to work as an Intern in Brand and Marketing Communications Department. I have found topics to be quite interesting, beneficial & insightful. I have tried my level best to prepare an effective & creditable report.

The report contains brief but informative aspects of the company's management, purpose and also, the second part talks about the research and interpretations of the results.

Here I have gathered all information mostly based on Primary by interviewing and secondary information sources such as company websites and internal reports along with others reports which are published by the company and other trust worthy internet material. I also want to thank you for your generous support and I appreciate the opportunity provided by you through assigning me to work in this thoughtful report.

Yours sincerely,

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## **Acknowledgement**

At first, I want to express our gratitude to Almighty Allah for giving me the strength, ability and opportunity to complete this report within the schedule time successfully.

I would like to express our debt of gratitude to Mr. Mohammad Atiqul Basher, Lecturer, BRAC Business School, BRAC University, who assigned me to prepare this report. His valuable suggestions and important guidelines helped me to prepare this report. Moreover, his valuable instructions, constant inspiration, enormous patience contributed throughout the report.

My special thanks to Khandker Asif Omar, Manager, Brand and Market Communications, Omera Petroleum Limited who helped me a lot to provide with relevant and updated information of Omera Petroleum Limited to prepare the survey report. I would also like to expand our deepest gratitude to all those who have directly or indirectly guided me in writing this report.

Many people, especially my colleagues, have made valuable comments and suggestions on this report which gave me inspiration to improve my internship report. I thank all people for their help directly and indirectly to complete my report.

Above all, I have tried hard to fulfill my report with relevant and updated information as much as possible to make this research attractive. However, some errors may occur without my intension. Therefore, I am requesting to pardon me and accept my report as the precious fruit of my hard work.

## **Executive Summary**

Omera Petroleum Limited is one of leading LPG company of the country. It started its business not very long ago but grabbed the market firmly and is on the leaderboards according to sales data. Among many competitors Omera Petroleum Limited has proved its successful stand in energy industries. In this report, first, I have discussed the company overview where I have tried to portray the total scenario of the company and its relevant sectors. After that I have stated my research question which is “Consumer Behavioral Intention on purchasing Omera LPG” where I have created a model with three independent variables and a dependent variable. Furthermore, I have done an online survey and used SPSS analysis to interpret my model with my research questionnaires. I have shown analysis with relevant tables and it followed by discussions of the findings I have received from the research. Lastly, I have provided my recommendations and what could be done in the future research as I had restrictions and limitations.

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## Chapter A – Organizational Overview

### East Coast Group



### East Coast Group

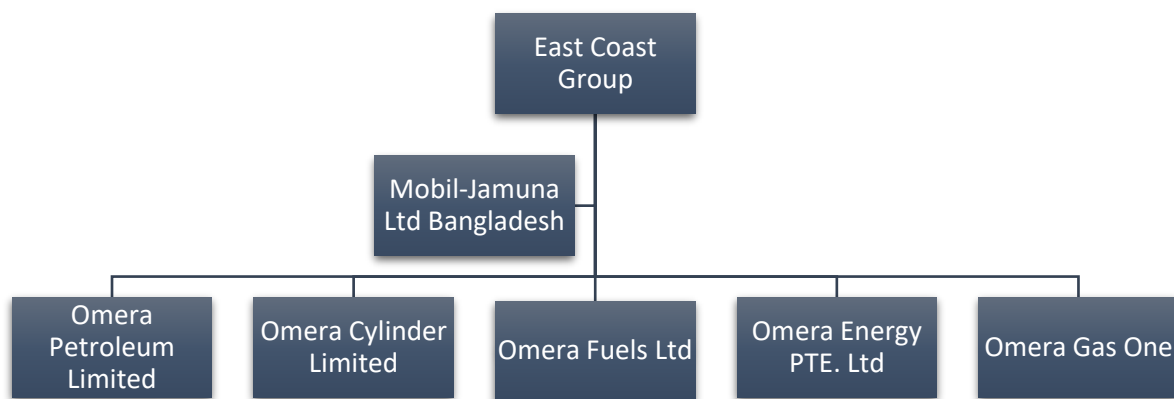
East Coast Group (ECG) is one of the fastest growing business conglomerates in Bangladesh. It has more than 30 years diversified experience in including Trading, Power Generation, Downstream Petroleum, Shipping, Renewable Energy, Plastics & Ceramics Manufacturing, Real Estate, Wood Treatment, Corporate Finance, Banking, Insurance, Tea Production, Logistics, and Distribution. East Coast Group started its journey as a lone company as its trading area focusing on oil & gas sector, which is still soaring as the flagship business of the group.

The group became active in different areas of business starting from bulk commodities trading to investing in sectors like manufacturing, financial intermediaries, real estate, bank & insurance. Later on, it further expanded its areas of operation to aviation business and power stations development.

Subsequently, an investment arm was stretched having a merchant-banking license to handle the groups in-house asset management functions including developing its business as an independent financial intermediary. To capitalize on trading activities in bulk in a liberated consumer market, a distribution company was launched lately for import & distribution of brand products in the high-end market segment.

Since the beginning of the company, it has followed the high ethical standard and best operating practices. Having such ideas as its philosophy, the group has been growing consistently concentrating on Energy sector business, followed by investments in sectors like Tea, Insurance, Finance, and Banking. Its corporate vision is to create a vital contribution to the development of the country's energy sector which will result in building a sustainable future.

It has diversified itself into niche areas of business, and it has portrayed such with out of the box planning and motivation. It has endured the adverse times in the market and looked forward on achieving milestones, which it believes it can fulfill by preserving and maintaining its corporate tradition and integrating it with rewarding synergies. It has also taken vital decisions in enabling its corporate social responsibilities, and it measure to reduce its carbon footprints so that it can leave behind accessible prospects for the forthcoming generation.





## MJL Bangladesh Limited



MJL Bangladesh Limited, which is known as Mobil Jamuna Lubricant Limited, is the first and only Joint Venture Company established by ExxonMobil in the downstream petroleum sector of Bangladesh. East Coast Securities Ltd, an investment wing of East Coast Group, which controls majority stake after ExxonMobil's divestment.

MJL Bangladesh Limited commissioned a state-of-the-art Lube Oil Blending Plant (LOBP) – the only company in its industry-in May 2003. Since then, vast expansion has been seen in the production of this plant and marketing activities of MJL Bangladesh Limited.

As required by ExxonMobil's Quality Integrity Management System (QIMS), it strictly follows zero emission in the quality programs, starting from receiving the base oils from ExxonMobil and additives from other global suppliers, as per ExxonMobil recommendation and formulation. The Plant is certified by ExxonMobil QP&G, QIMS, and Germinischer Lloyd (GLC) ISO 9001-2000. A skillful team of highly qualified and trained personnel operates the Plant with a warranty of hundred percent product quality assurances.

Being a shining example of Technology transfer in the country, the company has created direct employment opportunities for 120 people, 2000 associated jobs, significant value addition in lube blending and the availability of world-class lubricants in Bangladesh.



## Omera Petroleum Limited



Omera Petroleum Limited (OPL) is a subsidiary of Mobil Jamuna Lubricant Bangladesh Limited (MJLBD) which is one of the leading LP Gas Company in Bangladesh started its commercial operation on March 9, 2015. Considering the growing demand of LP Gas in the country, OPL has started with the vision to increase the convenience, availability of LP Gas with utmost safety and awareness. For ensuring distribution throughout the country OPL has four plants located at Mongla, Ghorashal, Bogra and Mirasharai which has European standard bottling and storage facilities with the capacity of 1 lac metric ton per year. Also, there are Regional Distribution Centers (RDC) over 13 locations all over the country for ensuring efficient distribution. Omera has also created a revolution by building tree LPG carrying Barges named, “M.T Omera Princess”, “M.T Omera Glory”, “M.T Omera King” based on Japanese Navigation & Communication Devices and European Technology. This is the first time that waterways are being utilized for inland LPG transportation, which is a good example of how Omera Petroleum Limited is utilizing its capacity and technology to strengthen downstream gas industry of Bangladesh.

Omera Petroleum offers 5.5 KG, 12 KG, 35 KG AND 45 KG cylinders to the household and commercial gas market. To ensure state of the art product quality, Omera has its own Cylinder manufacturing factory named as “Omera Cylinders Limited (OCL). OCL manufactures world class LPG cylinders with DOT4BA 240 and DOT4BW 240 Design Code with European technology & European automated machineries. Omera Petroleum has also signed agreement with the Government of Bangladesh to set up a dedicated Import Terminal of supply of blik LPG and fuels to its Economic Zones. The Specialized terminal is due to be completed by the end of 2019. In recognition of the company’s immense contribution to the Nation’s Energy Diversity, Omera Petroleum (OPL) was awarded as the Best Private Company in National Energy Sector by Her Excellency Sheikh Hasina, Honorable Prime Minister of the People’s Republic of Bangladesh in December 2016 and September 2018.



*Figure: Omera House (Omera Head Office), Gulshan-1, Dhaka*

**Mission:** To be the market leader within 2020 and remain the role model LPG operators of Bangladesh. To retain market leadership, focusing on long-term business sustainability and selling productivity with consistent growth potential.

**Vision:** Utilizing the company capacity and technology to strengthen the downstream gas industry and contribute to the nation's energy diversity. To be the leading brand in the growing LPG industry in Bangladesh. Strive to improve their products regarding the highest quality & well-priced product at the same time ensuring efficiency and long-term durability of their products.

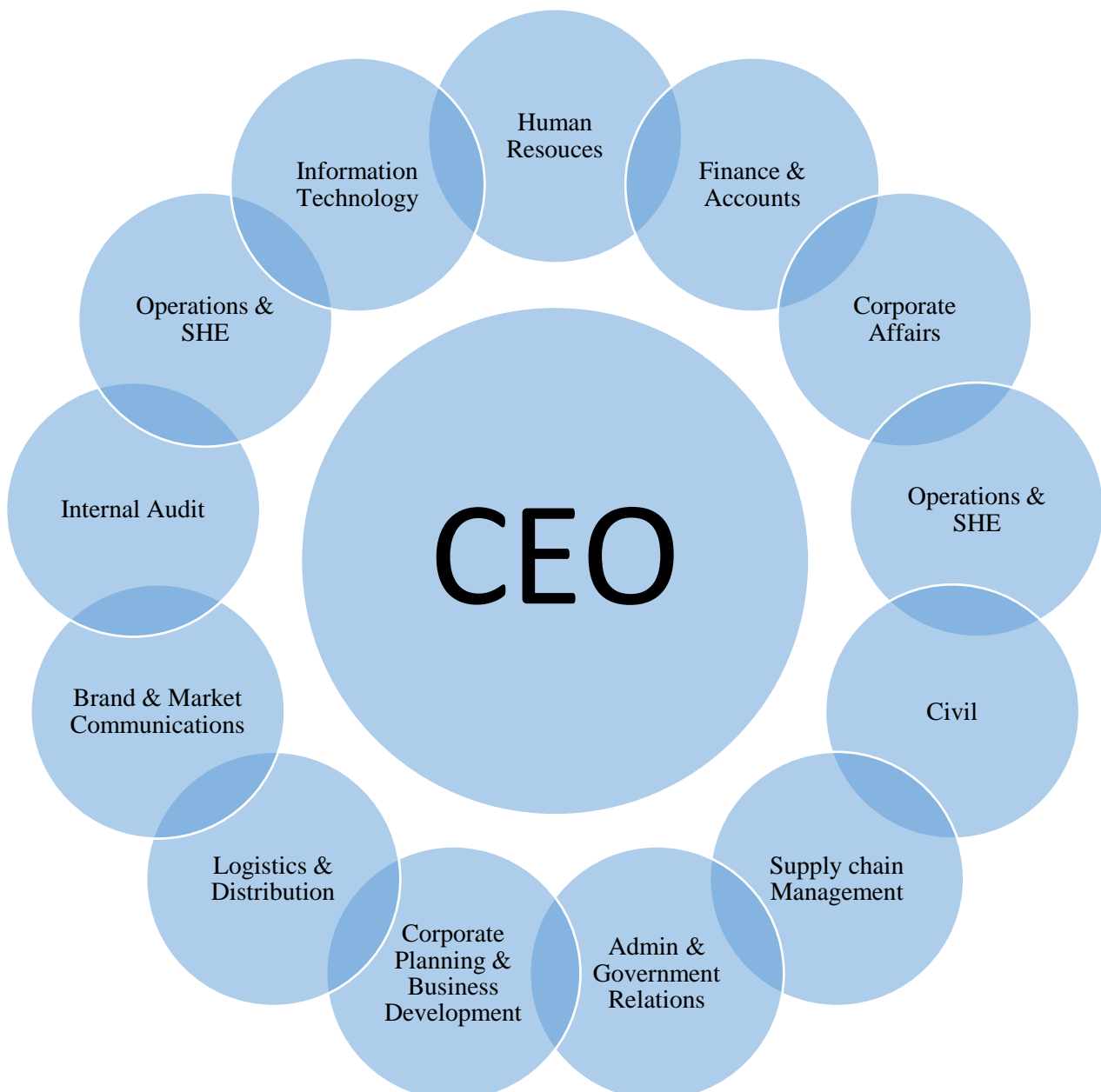
**Objective:** To deliver their mission and vision to its customers, Omera LPG strives to:

- Attract, develop and retain the best relevant talent.
- Identify and capture the most strategic and increasing growth opportunities that the company faces.
- Maintain recognition as an industry leader in the highly profitable LPG industry shortly, regarding distribution and logistics.

- Optimize efficiency through strong asset utilization.
- Deliver cost-effective, reliable products through operational excellence.
- Lead the market in safety and operate sustainably.

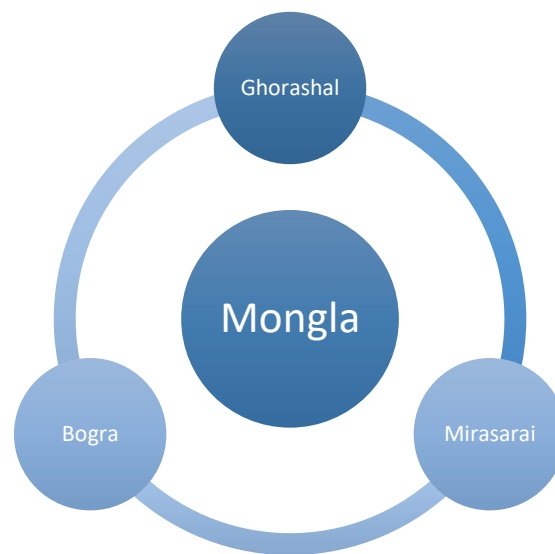
Their head office is (Omera House) in Dhaka. Currently, they have more than 500 employees in total and 144 in head office. In their Head office, there are 13 departments, and their primary functions operate here. Company's CEO and other departments HOD are responsible for any operation and function. Omera recruit workforce from its third-party concern NKN Security & Employee Service Limited, they are contractual employees of Omera.

### **Organogram:**



## Plant Locations of Omera Petroleum Limited:

Omera Petroleum Limited (OPL) is a safety, health, and environment compliant organization that has established a name in the industry as the biggest and most sophisticated LPG Storage and Distribution Facility including LPG Storage, LPG Cylinder Filling Centre, and LPG Truck Loading Bays. The Main Import Terminal is located at Khulna (Mongla), along with three satellite stations located at Bogra (Sherpur), Dhaka (Ghorashal) and Chittagong (Miressharai) respectively. This ensures the fastest delivery to all locations of Bangladesh through our trade parties to your doorstep.



*Figure: Plant Locations of Omera Petroleum Limited*

Bangladesh is abundant with rivers posing ample opportunities and challenges for distribution service in river-route through traditional transport. Keeping this in mind, OPL has significantly invested in building an LPG carrying Barge named as ‘Omera Princess’ based on European and Japanese technologies. Omera Princess is a revolution in the industry.

To ensure product quality, Omera Petroleum Limited has its state-of-the-art cylinder manufacturing factory named as ‘‘Omera Cylinders Limited’’ in Habiganj. OCL maintains the highest international quality control standard DOT4BA 240 and DOT4BW 240 for its cylinders which is approved by the Department of Explosives, Government of Bangladesh. Omera LPG has been launched in March 2015 and has already gained around 9% market share as of July’15 which is an awe-inspiring performance. The company has a highly talented team who are recruited from multiple industries to leverage on strengths from diversified experiences. OPL

has set an ambitious vision to be the market leader within the next three years and quite confident in achieving such a view.

Omera Petroleum Limited (OPL), a subsidiary of MJL limited, is the largest operator in the LPG sector of Bangladesh. It has the fastest growth than any other company in Bangladesh. Omera started its commercial operation in March 2015. OPL has ventured into this relatively new yet promising industry with an absolute commitment to convenience, availability, functionality, and safety. Every aspect of its operations reflects on innovation and novelty, aiming to transform this industry as a whole. In this short period, Omera's growth in LPG sector is remarkable, and vision is to be the market leader in the next two years.

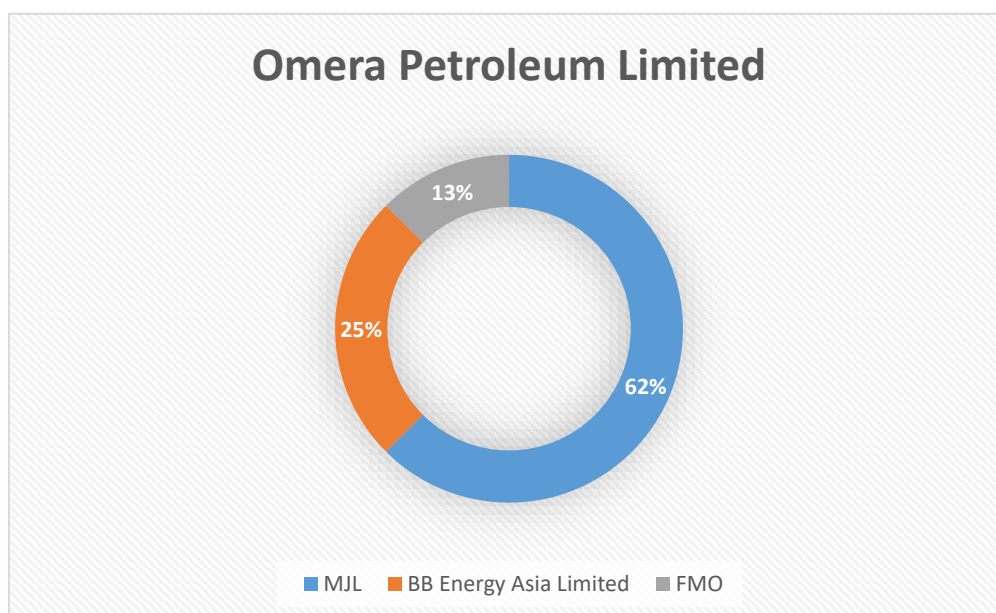


Figure: Omera Petroleum Limited's Shareholders chart

MJL Bangladesh is the parent company of Omera Petroleum Limited by holding 62.5% shares, and the other company like BB Energy Asia Limited (European Company) owns 25% shares and FMO (Netherland Development Finance) owns 12.5% shares of OPL

## Distribution Channels:

**Marine Fleet:** The river-routes of Bangladesh that hold vast possibilities of a seamless distribution channel have never been explored before by any industry before M.T Omera Princess. OPL has invested in creating this self-propelled LPG carrying Barge in the name of Omera Princess, based on European & Japanese technologies. The sole utility and collaboration of such a facility in the industry have exemplified a revolution in itself.

Following the huge convenience in the river-route by M.T Omera Princess, OPL has introduced two more barges named “M.T Omera Glory” and “M.T Omera King”, also, first in the industry which is the reason why Omera the biggest distribution network in the industry.

Each of these three Barges can move 300 M.T (One Barge) and 350 M.T (Two Barge) of LPG via river ways and coastal areas of Bangladesh. These were built under the supervision of Belgium based DEC-Parlym at Radiant Shipyard, Rupganj.



*Figure: Omera Princess, Omera King, Omera Glory*

## Supply Chain



Omera Barge



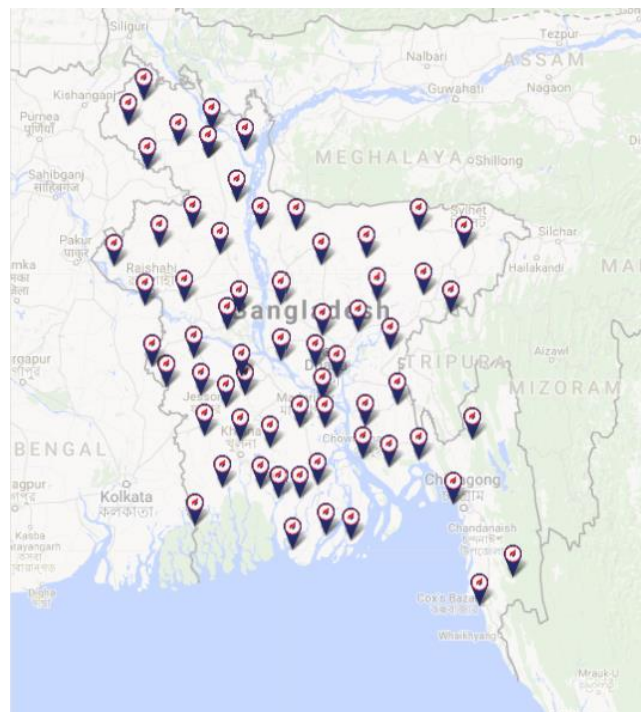
Omera Truck



Omera Road Tanker

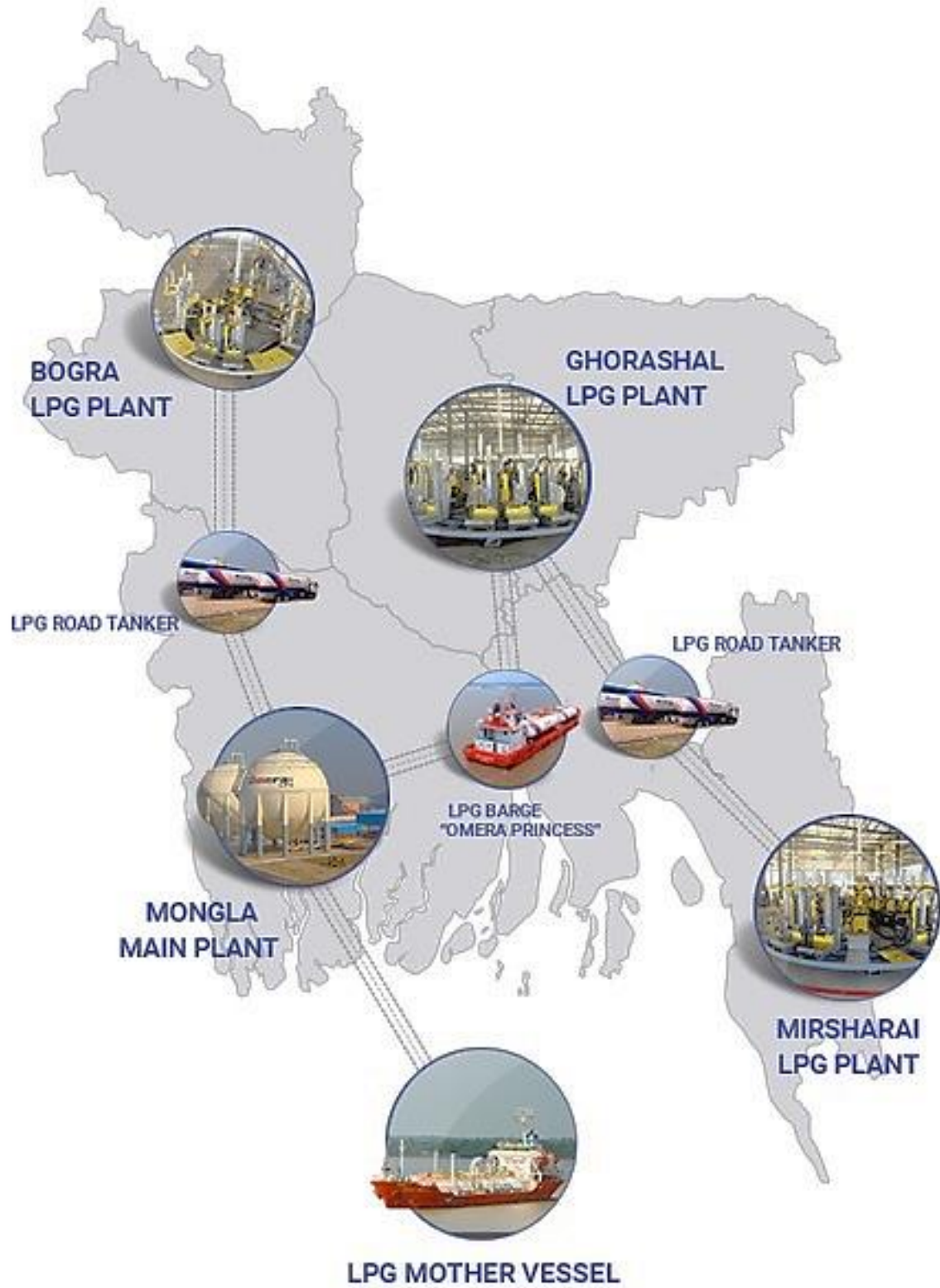
Omera Petroleum Limited established its main terminal at Mongla and three satellite stations transferring the LPG gas to the main terminal to other satellite stations, Omera builds barge named “M.T Omera Princess” based on Japanese Navigation and European Communication Devices. It also has almost frothy road tankers and fifteen trucks. They want to ensure uninterrupted manufacturing and distribution across the country.

## Distribution Network





## Distribution Route



## Products

Omera manufactures and import cylinders for their LPG process. OPL has made a robust investment on European standard bottling and storage facilities. Omera's manufacturing company known as Omera Cylinders Limited (OCL). OCL manufactures cylinders in absolute compliance with international standard using European technology with fully automated machines. The cylinders come in four different types with the capacity of 5.5 kg, 12 kg, 35 kg, and 45 kg and available in two different colors of Glossy Lemon Yellow and Glossy Window Grey.

**Household:** Omera LPG offers 5.5 KG & 12 KG Cylinders to both households and restaurants. OPL maintains European Standard regarding manufacturing and bottling that ensures our promise to deliver high safety standards. The efficient heating technology, portability, and transportability, coupled with our efficient sales team make it a convenient option for consumers.



PARTICULARS	UNIT
Cylinder diameter ( 5.5 Kg capacity)	300mm
Cylinder height ( 5.5 Kg capacity)	386mm
Area Dimension of cylinder bank (Length X Width)	
Total area dimension with required safety distance(Length X Width)	
Weight of Cylinder without LPG	9 kg to 10.2 kg
Weight of Cylinder with LPG	



PARTICULARS	UNIT
Cylinder diameter ( 12 Kg capacity)	300 mm
Cylinder height ( 12 Kg capacity)	592 mm
Area Dimension of cylinder bank (Length X Width)	
Total area dimension with required safety distance(Length X Width)	
Weight of Cylinder without LPG	13.2 kg to 14.5 kg
Weight of Cylinder with LPG	

**Commercial:** Omera LPG offers 12 KG, 35 KG, and 45 KG cylinders to high-volume commercial use, especially in hotels, restaurants & cafes which falls under a segment called the HoReCa project. Omera LPG has gathered the highest market share in the retail sector within a brief period. The reliance lies within its efficient heat transfer and perfectly weighed LPG – factors which are crucial for commercial use.



PARTICULARS	UNIT
Cylinder diameter ( 12 Kg capacity)	300 mm
Cylinder height ( 12 Kg capacity)	592 mm
Area Dimension of cylinder bank (Length X Width)	
Total area dimension with required safety distance(Length X Width)	
Weight of Cylinder without LPG	13.2 kg to 14.5 kg
Weight of Cylinder with LPG	



PARTICULARS	UNIT
Cylinder diameter ( 35 Kg capacity)	350 mm
Cylinder height ( 35 Kg capacity)	987 mm
Area Dimension of cylinder bank (Length X Width)	4 ft. x 1.5 ft.
Total area dimension with required safety distance(Length X Width)	10ft. X 2 ft.
Weight of Cylinder without LPG	26.2 kg to 29 kg
Weight of Cylinder with LPG	



PARTICULARS	UNIT
Cylinder diameter ( 45 Kg capacity)	
Cylinder height ( 45 Kg capacity)	
Area Dimension of cylinder bank (Length X Width)	
Total area dimension with required safety distance(Length X Width)	
Weight of Cylinder without LPG	
Weight of Cylinder with LPG	
Burning Hours of Cylinder	

## Chapter B – Research

### Origin of the Report

This report is done in BUS400 – Internship, the final course of BRAC Business School. I have got the privilege to do my internship at Omera Petroleum Limited where I am going to show the Consumer Behavioral Intention on purchasing Omera LPG.

### Purpose Statement

This report has the following purposes:

- This report will enable the marketing team of Omera Petroleum Limited to get detailed information about their customers thought process about Omera.
- This report will help the marketing team to interpret the findings and increase their sales accordingly.
- It will also help me as an individual to explore the sales field of Omera Petroleum Limited practically.

### Scope

This report will help Omera Petroleum Limited to find out their users review about its product which will allow them to develop and modify their product and strategies to target customers accordingly. Also, they will be able to update their customer's database where they will know about their customers' behavioral intention, also, the reason which drives their motives to purchase Omera LPG.

### Limitations

As the information of the research will mostly be collected through the primary data, therefore, there is a high possibility that the information might not be completely authentic. People might share incorrect information which is one of the major limitations of this report. Furthermore, time constraints is also another limitation as I won't be able to survey all over Bangladesh, therefore, I have chosen a specific customer base of where I will have the convenience to work on. Other than that, the company has restrictions over disclosing few confidential data where they will be providing near estimations which may fall under limitations of this report as well.

## Literature Review:

Liquefied Petroleum Gas which we know as LPG is the best solution for our Energy Crisis at Bangladesh. The rising demand for LPG is an outcome of reducing gas reserves of the country. As of 2015, the natural gas reserves of Bangladesh is 14.16 trillion cubic feet which is enough to last till 2031, if the consumption is maintained as the current rate. According to Government statistics, the main source of gas exhaustion is the rapid use of natural gas in power production has been, since it contributed to 56% of domestic energy demand, depleting gas fields and which will result in putting pressure to the energy sector. As of 2016, Titas gas is already distributing gas line to higher priority areas. The current 20 operating gas fields within the country has a gas production yield about 2,500 mmcf (million cubic feet per day), and is speculated to reach peak production of 2,700 mmscf within 2017, and then decline. In fiscal year 2015-16, total gas demand in the country has been roughly calculated to be 3,200 mmscf (Petrobangla, 2015-16), which is a 30% shortage on total demand. A yearly shortage of 500 mmscf natural gas projects the need for diversifying the energy requirements. The insufficiency of Natural Gas (NG) will only increase and it will have an overall effect on electricity generation, fertilizer, transportation and domestic sector. The main user of LPG are households for cooking and by some light engineering workshops who uses fuels for welding. The growth in LPG demand has been increased by unavailability of fresh natural gas connections for households, which resulted in increasing price of kerosene and decreasing accessibility of firewood. The LPG demand of Bangladesh is only 2% of total oil demand, and less than 0.01% out of the total energy demand. However, as an alternative to households' cooking fuel and transportation fuel (in the form of Autogas), the demand of LPG is expected to grow remarkably. The demand forecast of Gas for Bangladesh is presumed to grow with large number of industries and households in future. The residential sector occupies currently about 13% of total natural gas consumption. About 2.8 million household consumers are now using 330 mmcf gas (13.06%) of entire gas production according to the national Energy Division in terms of number of consumers. Even with a power conservation policy, the estimated demand for gas in 2030 will be expected to be three times of demand.

## Methodology

This report will cover the history of Omera Petroleum Limited, its prospects in Bangladesh, mission, vision and objectives of the company. I will be collecting information about my report from two sources. They are given below:

- **Primary Data:** I will be preparing questionnaires regarding the Consumer Behavioral Intention on purchasing Omera LPG. Which will include their reason behind purchasing Omera LPG, also, the motives which drives them the most. I will also be questioning about Omera LPG's brand image towards them and what is their attitude towards the specific brand.
- **Secondary Data:** I will be collecting the secondary data mostly through the help of the internet. Which may include the web page of Omera and also some other competitor brands like Bashundhora LP Gas and Jamuna LP Gas etc. Other than that, I will be collecting few sales data's and information's of the past years from Omera which may help me to analyze and interpret the data.

## Research Question

The main research question of this study is 'Consumers behavioral intention on purchasing Omera LPG'. As this research paper is based on the small geographic and demographic people that is why it is the small representation of the broader picture, which will require a further study on this topic.

## Research Model

The research model consists of three independent variables which are "Attitude towards Behavior", "Subjective Norm" and "Influence of the Retailers". These three independent variables result in "Consumer Behavioral Intention" which is my dependent variable. The graphical view of my research model is shown below:

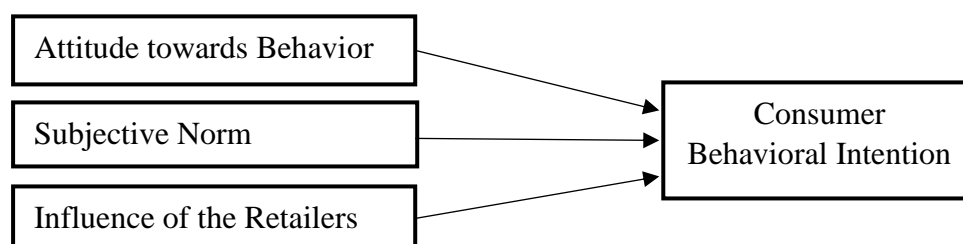


Figure: Research Model

## Consumer Behavioral Intention

A consumer's behavioral intention is a crucial element on a consumer purchase decision because their intention towards the specific brand matters. If a consumer has a strong brand image about the product then they will automatically have a positive intention to purchase the product. The Dependent Variable of my study is Consumer Behavioral Intention of which Customer Behavior is a very crucial element; Customer Behavior is one such factor which must be closely observed and understood by those operating in the LPG Industry so that they may go on to conduct proper service marketing and thereby build Brand Equity. Moreover, the aesthetics of the environment of the LPG industry also play a considerable role in aiding Customers select LPG industry to visit for their needs, wants and demands. Bangladesh government already connected 6% of total population through pipeline of Natural Gas (NG) for household use which consumes about 12% of the total consumption. (Energy & Power, 2019). Which means, the remaining 88% consumption depends on LPG which is a very big and opportunistic market. This results in LPG consumption and thus consumer's behavioral intention rises.

## Conceptual Framework and Hypothesis

**Attitude towards Behavior:** According to psychology, attitude is an arrangement of feelings, convictions, and practices toward a specific object. Attitude has three components: affect behavior and cognition. Affect refers to the emotion towards an object, behavior is the action that a person takes and lastly, cognition means the thought process of the customer. These three factors drives the attitude of a person to make a certain behavior.

Attitude towards Behavior refers the state where how much the attitude of a person can positively or negatively influence their behavior. In terms of consuming LPG, attitude towards behavior plays a big role. According to the expectance-value model, the outcome of the behavior depends on the strength of a person's belief or will power towards the object. Here, for Omera LPG, if a person has a positive or negative attraction towards the brand, it is portrayed in their buying decision. Therefore, a person who has a positive brand image about Omera are most likely to purchase them more often than other people. Consequently, the stronger a person's attitude is towards Omera as a brand, the higher possibilities or chances of purchasing or consuming Omera's LPG consists in their behavior. Thus, I propose:

**H1:** The more positive the attitude towards Omera LPG is to a customer, the greater it influences their behavioral intention.

**Subjective Norm:** Subjective norm is determined with normative belief and motivation to comply. Normative belief was examined by asking the household three questions about how they perceived the opinions of people important to them (neighbors, relatives, and friends) regarding Omera LPG. Subjective norms refer to the belief that an important person or group of people will approve and support a particular behavior. Subjective norms are determined by the perceived social pressure from others for an individual to behave in a certain manner and their motivation to comply with those people's views.

Households are more influenced by their neighbors now-a-days as most of the time households pass their time with their neighbors. Not only are the households; businessmen, service holders and other also influenced by societal behavior. Parents, friends, partners, siblings and coworkers represent group's salient to individuals, in that they are expected to have a pre-eminent influence on consumer behavioral intention. Therefore, I propose:

**H2:** The more socially interactive a customer is, the greater it influences their behavioral intention.

**Influence of Retailers:** Retailers' play an important role in LPG industry. A retailers' successful communication with its customers can certainly determine the customers purchase intention of a specific brand. An effective communication may result in gaining customers trust and brand loyalty.

Retailers are one of the most important factors which influence consumer's behaviors toward the LPG industry. It plays a vital role in attracting consumer towards a certain LPG brand. From the perspective of LPG industry, psychologists suggest that individuals prefer purchasing brands which the retailers suggest or give promotional offers to attract.

Retailers which gives better service and promotional offers to the customers automatically influences the customer to purchase a certain brand of LPG. Which brings me to my third hypothesis:

**H3:** The more successful the retailers' communication is towards the customer, the more it influences their behavioral intention.



## Research Method

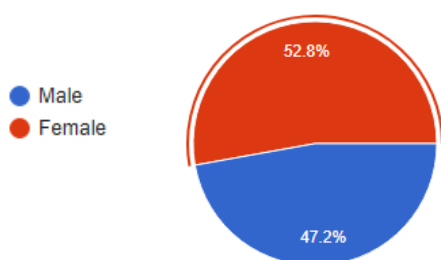
**Research Design:** Firstly, I explored secondary sources and collected few research papers which was conducted in the past on similar industry I am working on. After that, I conducted an online survey on google.form and surveyed households and service holders mostly as they are the prime target customers for LPG. I prepared questionnaire which was consist of few factors so that I can narrow down the topic of my survey which was Consumer Behavioral Intention on purchasing Omera LPG. After preparing the questionnaire the questions were pre-tested to check whether I'm on the right track or not. Also, modifications were made accordingly so that I can get the precise information from the questions. After the modification, the survey was conducted through social media to a wide range of samples from Bangladesh.

**Measurement:** The questionnaires were about how is customers purchase intention towards Omera LPG over other competitors. The questionnaires were perceptions based and it was rated on a five-point Likert scale which were prepared based on the behavioral intention of purchasing Omera LPG. For measurement, “strongly agree” to “strongly disagree” scale was there to reflect customers’ response in the questionnaire. The question consists of a dependent variable, the consumer behavioral intention on using Omera LPG followed by three independent variables which reflected the prime reasons behind customer choosing Omera LPG. There were also demographic data’s which were collected from the respondents.

**Sampling:** The sample size was randomly chosen through social media and they reflected their response through google.form. The questionnaires were given on different social media platforms and groups where interested peoples reflected their insights about the topic. Almost 106 response were collected where they responded to 16 questions. 52.8% of our respondents were female and 47.2% were male where most were households and service holders which are Omera LPG’s target customers.

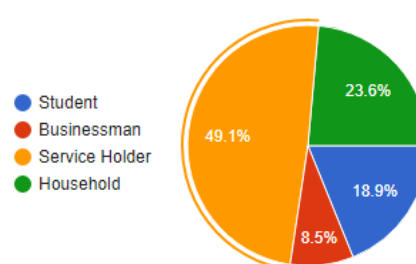
### What is your gender?

106 responses



### What is your occupation?

106 responses



## Analysis:

**Missing Data Analysis:** I started my analysis with Missing Data Analysis. Missing data are the data which the respondents skipped while filling up the survey. Therefore, the data needs to be deleted for avoiding inappropriate analysis. In my survey, I have got two missing data which is respondent number 12, 10 and I also got two questionable data which is on number 20, 21. For reference, the table is shown below:

12	.	2	3				
19	.			3			
20		2	2	2	2	2	
21		2	2	2	2		

Figure: Missing Data

**Outliers Analysis:** Outliers are fact or observation that is very different or distant from the rest of the fact or observation. Which means, in a dataset if there were data that is very different or unusual from the other data that unusual data is called Outliers. In this paper there are few outliers I was able detect as those responses are very different from the other responses. To find out the Outliers I ran the 'Mahalanbis' command and at first brought out the Probabilities from the

	IRR	CBII	MAH_1	Probability
1	15.00	4.00	21.64653	.0001
2	13.00	4.00	14.81627	.0020
3	3.00	6.00	13.97231	.0029
4	3.00	3.00	11.63093	.0088

Figure: Outliers

dataset. After that I sorted the column data into ascending order and then I found out 4 Outliers whose value were less than .001 which has been shown in the table. Then I have cleared the 4 outliers for avoiding inappropriate analysis.

**Factor Analysis:** Factor Analysis is a statistical technique where the underlying structure of the variables are measured. Whether the variables are significant or it has interdependence. The main objective of factor analysis is to convert the big dataset into more compact and manageable set of information so that it is easier to interpret and without the minimum loss of data. Though I have a Model for my paper but even after that I have used the 'Principal Component Analysis' for my paper because it gave me the more rational and unbiased result. After several attempts and try, I have decided to use the Principal Component Analysis for my paper for the sake of objective and neutral result.

**KMO and Bartlett's Test:** In the next step, I conducted the Factor Analysis with varimax rotation to examine how the selected measures loaded on expected constructs. At first, I conducted KMO and Bartlett's Test. And as I have seen from the table, the test resulted significant because the benchmark for KMO and Bartlett's Test is less than 0.5 where my result shows .032.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.527
Approx. Chi-Square		53.257
Bartlett's Test of Sphericity	df	36
	Sig.	.032

**Communalities:** Initially there were values which were more than .05. After the re-arrangement I have taken the values which are greater than .05, which has been shown in the table below:

	Initial	Extraction
SMEAN(ATB1)	.184	.523
SMEAN(ATB2)	.140	.213
SMEAN(ATB3)	.090	.160
SMEAN(SN1)	.045	.231
SMEAN(SN2)	.136	.431
SMEAN(SN3)	.067	.101
SMEAN(IR1)	.068	.095
SMEAN(IR2)	.149	.352
SMEAN(IR3)	.174	.648

Extraction Method: Principal Axis Factoring.

### **Total Variance Explained and Rotated**

**Component Matrix:** There are three requirements from where two of them which should be fulfilled to get result that is acceptable. The requirements are, separate variables should be loaded in separate columns, which has been fulfilled in the rotated component matrix table.

Also, the percentage of the variable explained should be more than 60% where my results shows

	Factor			
	1	2	3	4
SMEAN(ATB1)		.663		
SMEAN(ATB2)		.339		
SMEAN(ATB3)		.364		
SMEAN(IR2)	.605			
SMEAN(IR3)	.559			
SMEAN(SN2)			.557	
SMEAN(CBI1)				.385
SMEAN(CBI3)				.537

Extraction Method: Principal Axis Factoring.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 8 iterations.

65.701% which fulfilled the requirement. However, the Eigenvalue has to be more than 1 and my result shows .323. As two of my requirements has been fulfilled it indicates my results are acceptable. For reference, I have given the table below:

Total Variance Explained

Factor	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	1.741	21.766	21.766	1.144	14.296	14.296	.800	10.000	10.000
2	1.452	18.148	39.915	.747	9.337	23.633	.789	9.857	19.857
3	1.053	13.158	53.073	.451	5.635	29.268	.543	6.788	26.644
4	1.010	12.628	65.701	.323	4.039	33.307	.533	6.663	33.307
5	.826	10.324	76.026						
6	.703	8.784	84.810						
7	.623	7.785	92.595						
8	.592	7.405	100.000						

Extraction Method: Principal Axis Factoring.

## Reliability Test:

Cronbach's Alpha was being used in our analysis to test whether the measurements were reliable or not to compute the internal consistency of the variables. According to Hair Et Al, 2007 in an exploratory research. Cronbach Alpha minimum 0.7 is reliable. The results are shown below:

**CBI (Consumer behavioral intention):** For CBI (Consumer Behavioral Intention), which is my dependent variable the result was .834 which is greater than .7, therefore, it is reliable. For reference, the table is shown below:

Reliability Statistics

Cronbach's Alpha	N of Items
.834	2

**IR (Influence of the Retailers):** For IR (Influence of the Retailers), which is my independent variable the result was .714 which is greater than .7, therefore, it is reliable. For reference, the table is shown below:

Reliability Statistics

Cronbach's Alpha	N of Items
.714	2



## Regression Analysis

At the end I conducted regression analysis and relevant tables are shown below:

**Model Summary:** Here R is the Multiple Correlation Coefficient suggested the linear correlation between the dependent variable, the higher the number are, the stronger the correlation. Here the R value is .235 which suggested average correlation between the variables. R Square indicates the coefficient of determination. In this paper this R Square suggested that the Regression Model explained 5.5% variation in the dependent variable.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.235 <sup>a</sup>	.055	.025	1.29668

a. Predictors: (Constant), IRR, SNN, ATBB

b. Dependent Variable: CBII

**ANOVA:** ANOVA shows whether the whole model is significant. For this the F-statistic is checked to see whether it is significant at 95% confidence interval. If  $\text{sig} \leq .05$ , then it implies that the whole model is significant. My analysis shows that the sig. is .014 which is less than .05. Therefore, it is interpreted that the whole model is significant at 95% interval.

Model	Sub of Squares	df	Mean Square	F	Sig.
1. Regression	9.179	3	3.060	1.820	.014 <sup>b</sup>
Residual	156.368	93	1.681		
Total	165.546	96			

a. Dependent Variable: CBII

b. Predictors: (Constant), IRR, SNN, ATBB

**Coefficient:** Coefficient table indicates the beta which shows the strength of the relationship between dependent and independent variable. I have checked whether the relationship between dependent and independent variable is significant at 95% confidence interval. Our analysis

shows that the sig <.05 which means there is strong relationship between dependent and independent variable.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.926	.649		6.047	.000
ATBB	.156	.075	.213	2.073	.041
SNN	-.143	.155	-.095	-.924	.358
IRR	-.090	.097	-.096	-.932	.354

a. Dependent Variable: CBII

## Results

Multiple regression analysis was utilized with the three factor as independent variables to test the model for customer behavioral intention which is my dependent variable. The full model will be significant if the F- statistics ( $p < 0.000$ ). Among the three factors, ATBB (Attitude towards Behavior) has a significant effect on customer satisfaction. The results include, ATBB - Attitude towards Behavior ( $b = 0.156$ ;  $p < 0.041$ ); SNN - Subjective Norms ( $b = -.143$ ;  $p < 0.358$ ); IRR – Influence of the Retailers ( $b = -.090$ ;  $p < 0.354$ ). The dependent variable is Consumer Behavioral Intention of the customers. So, the results suggest that the consumer behavior on Omera LPG is positive. The standardized beta values suggest that responsiveness has the greatest impact on customer behavioral intention. Attitude towards also determined to be significant and having an impact on customer behavioral intention in that order.

## Discussion

This study tested a model of consumer behavioral intention on purchasing Omera LPG. The results found suggest that our model successfully explains consumer behavioral intention. Omera LPG as a brand should focus on a major factor which is Attitude towards Behavior. It is only applicable when consumer behavior is treated as a significant variable and act accordingly.

From the results found, it is quite transparent that the “Attitude towards Behavior” was the most important to customers’ satisfaction since its beta value is very highly correlated with.

The consumer behavioral intention and its significance value is the lowest. A person's attitude determines their behavioral intention because it is one of the main drivers of human psychology. According to Eagly and Chaiken (1993, 1998), "Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor". Therefore, a person's attitude drives them to do a particular behavior. Consequently, if a person has a positive attitude towards a certain LPG brand, no matter how much price the product of the brand is, the person will still purchase it.

I believe my model for assessing consumer behavioral towards purchasing Omera LPG is a useful one. I also believe that if Omera LPG truly wants to gain a competitive advantage, they must continuously incorporate to increase the level of customer satisfaction by emphasizing the major significant factor which is deciphered in this study.

## **Implementation**

Omera LPG's marketing and sales team will find significant merit in my Research Paper as it would give them further updates or maybe even reminders as to what Customers and Consumers of Omera LPG in Bangladesh value in terms of the act of purchasing their product, the Social Motivation for going forth to retailers and distributors end and how the atmosphere affects their attitude towards Omera LPG as a brand – and ultimately how all of these factors cast an impression upon the Behavioral Intention of a customers of Omera LPG. The marketing and sales team will be able to understand what needs to be done to attract and retain customers through my report as they will be able to fine-tune their elements of their operations to increase profitability, organizational longevity and brand awareness as needed.

## **Recommendations**

I would recommend that users of my report and findings employ them with a 'pinch of salt' as my findings are the product of a 3-month long research study. There may be more to the matter than I have been able to uncover in the short period of time I had. As such, please do test out my findings for yourself before implementing anything based upon them.

My limitations included but were not limited to low budget, short period of time and the inability to conduct the study beyond the limits of Dhaka City. Therefore, please do note that



my study and its findings are representative of a small segment of the LPG users of Bangladesh and may not be totally applicable to other parts of the country and is definitely not worthy of being used as a generalization for every other part of the world where LPG is in demand.

## **Conclusion and Future Research**

The data I have extracted suggests that my model is a somewhat basic one; thus, I must take additional factors into consideration in Future Studies on the same topic in order to clarify the Behavioral Intention of Customers towards Omera LPG. Upon post hoc reflection, I would recommend the following be accounted for: Cylinder Quality, Retailers Service Quality, Preference and Satisfaction. These factors would give further insight into what customers prefer from Omera LPG as a brand and also enable learning of the needs, wants and desires of certain target customer segments; however, such an end can only be achieved should the necessary steps be taken to study these factors in detail. This topic boasts immense potential to explain customer behavior apropos to consumption of and as such learning about factors such as Cylinder Quality and Retailers Service Quality will show me an estimation of the degree to which these factors affect each other and the other factors and how all of them are interlinked to one other – and also how strongly. All in all, it will be feasible to break new grounds in understanding Customer Behavior towards purchasing Omera LPG and should these factors and their items be properly set and included in Future Research.

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## Appendix

### Survey Questionnaires

#### Demographic Information's:

1. What is your gender?
  - a. Male
  - b. Female
  
2. What is your age?
  - a. 16-20 years
  - b. 21-25 years
  - c. 26-30 years
  - d. 31-35 years
  - e. 36 and above
  
3. What is your occupation?
  - a. Student
  - b. Businessman
  - c. Service Holder
  - d. Household
  - e. Other \_\_\_\_\_
  
4. What is your salary range?
  - a. None-10,000
  - b. 10,001-30,000
  - c. 30,001-50,000
  - d. 50,001-80,000
  - e. 80,000 and above

#### Factor 1: Attitude Towards Behavior

1. I have a positive brand image towards Omera LPG.
  - a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
  
2. Omera LPG lasts longer than other competitor brands which drives me to use it.
  - a. Strongly Agree
  - b. Agree
  - c. Neutral

- d. Disagree
  - e. Strongly Disagree
3. Omera LPG maintains safety standards which is why I prefer using it.
- a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree

### **Factor 2: Subjective Norm**

1. I feel confident using Omera LPG because my neighbor uses it.
- a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
2. I prefer using Omera LPG because my colleagues/friends say it's safer.
- a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
3. I use Omera LPG because it has a social standard in the society.
- a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree

### **Factor 3: Influence of Retailers**

1. I tend to use Omera LPG because my nearby retailer suggests me to use it.
- a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree

2. I prefer using Omera LPG as my retailer gives me after sales service.
  - a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
  
3. My retailers give discounts and offers which drives me to use Omera LPG.
  - a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree

**Factor 4: Consumer Behavioral Intention**

1. Omera LPG's quality drives me to use it for cooking.
  - a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
  
2. My intention of using Omera LPG will not change because I'm used to it.
  - a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree
  
3. My intention of using Omera LPG increased after watching its promotional advertisements.
  - a. Strongly Agree
  - b. Agree
  - c. Neutral
  - d. Disagree
  - e. Strongly Disagree