

THE LEVEL OF ACCEPTANCE OF ESSO AUTOGAS
BY PRIVATE MOTORCAR OWNERS
AS PERCEIVED BY ESSO AUTOGAS DEALERS.

by

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SUMMARY

Esso autogas was introduced by Esso Malaysia Berhad barely a year ago. In general autogas or LPG used to power motor vehicle is something the public know little about it. The first autogas station was opened in June 8th, 1983.

Until this study is made there are only (5) Esso autogas outlets which confines only in the Kelang Valley area.

The main objective of this research was to determine the level of acceptance of Esso autogas by private motor car owners as perceived by Esso autogas dealers.

In order to achieve the above objective it was decided that all the Esso autogas dealers in Kuala Lumpur and Petaling Jaya were personally interviewed. Other related informations from the Technical Division of the Road and Transport Department and the Ministry of Trade and Industry were also taken into consideration.

The findings from the research showed that the level of acceptance of Esso autogas by private motor car owners as perceived by the Esso autogas dealers is very low. The findings also indicated that no incentive are given to those who wish to operate on LPG.

However the findings from this research should not be solely used as a basis to determine the level of acceptance of Esso autogas by private motor car owners. We suggest that further research should be conducted for an in-depth study to find out the level of acceptance of Esso autogas by private motor car owners. We also suggest that research could be conducted on other equally important aspect which we may have overlooked. Findings from these and other research could then be used for a conclusive decisions to determine the level of acceptance of Esso autogas by private motor car owners.

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1. INTRODUCTION

1.1 Brief history of Esso Malaysia

Esso first started in 1882 as the standard Oil Company of New Jersey, USA. Eleven years later in 1893 Esso made its mark in this region when Esso Malaya was formed. The company begins marketing imported petroleum in Malaya.¹

In 1933, Esso Malaya enter into partnership with Socony Vacuum Oil Company to become Standard Vacuum Oil Company. However this partnership was dissolved in 1962 and in the same year Esso Standard Malaya Ltd. and Esso Standard Refining Company was formed.²

¹ Pamphlet, The story behind the name EXXON - Esso Malaysia Library.

² Pamphlet, Esso Companies in Malaysia, May 1983 - Esso Malaysia Library.