

Available in online @ www.iaraindia.com

RESEARCH EXPLORER-International Journal on Economic and Business Management

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)

Volume XIV, Issue 48

July - September 2025

Formally UGC Approved Journal (63185), © Author

A STUDY ON CUSTOMER SATISFACTION TOWARDS BHARATH PETROLEUM SPECIAL REFERENCE AT, PULLAMBADI

SWETHA

II MBA

Department of Management Studies

Srinivasan College of Arts and Science

(Affiliated to Bharathidasan University, Tiruchirappalli)

Perambalur.

ABSTRACT

Do take some time of for a brief inter lude with the past, as we take you back in time to the evolution of Bharat Petroleum Corporation Limited. A new chapter in the history of Indian industry. Petroleum (derived from Latin Petra -rock and oleum -oil) first came up in wells drilled for salt. People found it useful as illuminating oil and the demand for it steadily increased. The development and promotion of efficient kerosene-burning appliances for lighting and cooking was an important part of kerosene selling activity the company introduced LPG as a cooking fuel to the Indian home in the mid-1950s. And all along, it went beyond selling petroleum, An agreement to build a modern refinery at Trombay, Bombay was signed between the Burmah Shell group of companies and the Government of India on 15th December 1951.

KEYWORDS: Customer satisfaction, Consuming behavior, Petroleum Product,

INTRODUCTION

The origin of oil & gas industry in India can be traced back to 1867 when oil was struck at Makur near Margheritain Assam At the time of Independence in 1947, the oil & Gas industry was controlled by international companies. India's domestic oil production was just 250,000 tonnes per annum and the entire production was from one state - Assam.

During 1960s, a number of oil and gas-bearing structures were discovered by ONGC in Gujarat and Assam Discovery of oil in significant quantities in Bombay High in February, 1974 opened up new avenues of oil exploration in offshore areas. During 1970s and till mid 1980 exploratory efforts by ONGC and OIL India yielded discoveries of oil and gas in a number of structures in Bassein, Tapti, Krishna-Godavari-Cauvery basins, Cacher (Assam), Nagaland, and Tripura. In 1984-85, India achieved a self-sufficiency level of 70% in petroleum products.

By the end of 1980s, the petroleum sector was in the doldrums. oil production had begun to decline whereas there was a steady increase in consumption and domestic oil production was able to meet only about 35% of the domestic requirement. The situation was further compounded by the resource crunch in early 1990s. The Government had no money for the development of one of the then newly discovered fields (Gandhar, Heera Phase-II and III, Neelam, Rava, Panna, Mwata, Tapti, Lakwa Phase-II, Gilaki, Bombay High Final Development schemes etc. This forced the Government to go for the petroleum sector reforms which had become inevitable if India had to attract minds and technology, from abroad into the petroleum sector.

NEED FOR THE STUDY

The research carried out is based on the concept of consumer behaviour. It is valuable to a marketer in retaining the market and increasing the market share. Petroleum marketing in India is characterized by severe competition. In such a case, it is important to look beyond the Regular product quality and Quantity. The oil marketing companies are into focusing of non-filed services to withstand the competition. It is very important to know about the perception of such ventures by the average consumers. In other words, study tries to strike a balance between the perception of consumers and the Bharat Petroleum Ltd.

STATEMENT OF THE PROBLEM

The present age of petroleum sector is dominated by the public sector companies which include Indian Oil Corporation Limited (IOCL), Bharat Petroleum Corporation Limited (BPCL) and Hindustan petroleum Corporation Limited (HPCL). The public sector comprising of three companies is offering varied services to differentiate themselves and gain better competitive position in the market and improve customer loyalty. Various services ranging from food store to medicine store, ATM to portal counters are provided to the customers to improve customer experience, customer loyalty and customer satisfaction. The researcher felt a need to identify the services important by considered the consumer. The researcher in this content wanted to analyse the consumers' behaviour and loyalty towards Bharat Petroleum Ltd and the importance given to various services used by the consumers in petrol retail outlets.

OBJECTIVES OF THE STUDY

- To identify the consuming behaviour of the consumers in Bharat Petroleum Ltd.
- To identify the level of importance given by the consumers to various services
- To analyse the services used by the consumers
- To study the motors playing major rule in the fuel Consumption
- To study the Various expectations and perceptions of the consumers with respect to Bharat Petroleum

SCOPE OF THE STUDY

The study can be used by the marketers of the Petroleum to focus on the most valued motor of the consumer. It can differentiate the necessities the luxuries in a petrol bunk i.e. the degree of importance to be accorded to attributes of a meal station-thereby ensuring proper allocation of funds. The companies can improvise on the data and increase market share.

RESEARCH METHODOLOGY

The sample size selected for the study is 200. Convenience sampling method was used to select the sample. Primary data is the main source used for the study. It has been collected using structured questionnaires from both two wheeler and four wheeler users. Secondary data is collected from journals and websites.

TOOLS FOR ANALYSIS

The following statistical tools have been used to analyse the data. The collected data have been analysed with the help of statistical tools like, Simple percentage method and correlation.

REVIEW OF LITERATURE

Pany (1991) has sought to identify motors which influence corporate economic performance. Important industrial characteristics which have been used by industrial organization researchers as the determinants of financial performance are concentration, market share, industry growth, research and development expenditure, advertisement intensity, and size of in the industry. These characteristics may allow firm to be in a better position to implement their strategies successfully and profitability. Consequently, firms may reflect better performance on account of favorable industrial characteristics.

According to 'BP statistical review of world energy' 2005" energy consumption of the world in the year 2004 was 10224 million, 4.3% growth compared to 2003 year. The point at which maximum oil production will take place is known as Hubert peak. Reaching Hubert point indicates that in future production will be declined with increase in demand. Significance

of Vegetable oil as alternative fuel. Vegetable oils were proven to be an alternative fuel for diesel engines and for heating oil burners. For engines designed for where the viscosity of diesel fuel is less compared to vegetable oil.

III-DATA ANALYSIS AND INTERPRETATION

TABLE No. 1
FUEL TYPE OF THE RESPONDENTS

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Petrol	44	37.0%
2	Diesel	44	37.0%
3	CNG(Compressed Natural Gas)	24	26.0%
TOTAL		112	100%

Interpretation

From the above table it is interpreted that the number of Petrol respondents is 37.0%, Diesel respondents is 26.0% and CNG respondent is 37.0%.

TABLE No. 2
ARE YOU SATISFIED WITH THE CUSTOMER SERVICE PROVIDED BY BHARAT PETROLEUM

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Very Satisfied	19	25.5%
2	Satisfied	53	55%
3	Neutral	11	19.5%
TOTAL		112	100%

Interpretation

From the above table it is interpreted that the number of Very Satisfied respondents is 25.5%, Satisfied respondents is 55.0% and Neutral respondent is 13.5%.

CORRELATION ANALYSIS

NULL HYPOTHESIS: There is no significant relationship between prestige value for money offered by Bharat Petroleum compared to other petrol pumps

ALTERNATIVE HYPOTHESIS: There is a significant relationship willing to pay a premium for environmentally friendly or sustainable fuel options offered by Bharat Petroleum

x	y	x ²	y ²	XY
44	19	1936	361	836
24	53	576	2809	1272
44	11	1936	121	484
$\Sigma X=112$	$\Sigma Y=83$	$\Sigma X^2=4448$	$\Sigma Y^2=3291$	$\Sigma XY=2592$

Significant level= 0.06%

Interpretation:

The variable prestige of the satisfaction of the customer is highly correlated ($r=0.677$). so null hypothesis is rejected and alternative hypothesis is accepted.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

- From the above table it is interpreted that the number of respondents are Less than 30

(20%), 31- 40 years (29%), 41-50 (61%).

- From the above table it is interpreted that the number of male respondents is 66.6% and female respondent is 33.4%.
- From the above table it is interpreted that the number of respondents are Diploma is 25.5%, Master degree is 19.5%, Bachelor degree 55%.
- From the above table it is interpreted that the number of Student respondents is 60.0%, Business respondents is 28.0% and Professional above respondent is 12.0%.
- From the above table it is interpreted that the number of Below Rs.20, 000 respondents is 37.0%, Rs.20,001-Rs.30,000 respondents is 26.% and Rs.30,001-Rs.40,000 respondent is 37.0%.
- From the above table it is interpreted that the number of Very Likelys respondents is 25.0%, Likely respondent is 60.0% and Neutral respondent is 15.0%.
- From the above table it is interpreted that the number of Rewards and discounts is respondents is 25.0%, Convenience respondent is 60.0% and Exclusive offers respondent is 15.0%.
- From the above table it is interpreted that the number of Cash is respondents is 66.0%, Card respondent is 19.5% and Mobile payment respondent is 13.5%.
- The variable prestige of the satisfaction of the customer is highly correlated ($r=0.677$). so null hypothesis is rejected and alternative hypothesis is accepted.

SUGGESTIONS

- Convenience-Seeking: Consumers prioritize convenience when choosing a petrol pump, such as location, ease of payment, and availability of additional services.
- Price Sensitivity: Consumers are price-sensitive and tend to choose petrol pumps that offer competitive pricing.
- Quality Consciousness: Consumers prioritize fuel quality and tend to choose petrol pumps that offer high-quality fuel.
- Loyalty Program Participation: Consumers are more likely to visit Bharat Petroleum petrol pumps if they participate in the loyalty program and receive rewards or discounts.
- Digital Payment Preference: Consumers prefer to use digital payment methods, such as mobile wallets or card payments, when purchasing fuel at Bharat Petroleum petrol pumps.
- Additional Services: Consumers value additional services offered by Bharat Petroleum, such as car wash, food court, or restrooms.
- Environmental Concerns: Consumers are becoming increasingly environmentally conscious and may prefer to choose petrol pumps that offer eco-friendly fuel options.
- Word-of-Mouth Influence: Consumers are influenced by word-of-mouth recommendations from friends, family, or colleagues when choosing a petrol pump.
- Brand Loyalty: Consumers tend to be loyal to brands they trust and have a positive experience with, such as Bharat Petroleum.
- Expectation of Good Customer Service: Consumers expect good customer service, including friendly staff, clean facilities, and prompt service, when visiting Bharat Petroleum petrol pumps.

CONCLUSION

This study aimed to investigate consumer behaviour towards Bharat Petroleum, exploring the factors that influence customers' decisions to choose Bharat Petroleum petrol pumps. The findings suggest that consumers prioritize convenience, price, quality, and additional services when selecting a petrol pump. The study revealed that Bharat Petroleum's loyalty program, digital payment options, and additional services, such as car wash and food

court, are key factors that influence customer loyalty and retention. Additionally, the research highlighted the importance of good customer service, clean facilities, and environmentally friendly practices in shaping consumer behaviour. The study's findings have significant implications for Bharat Petroleum's marketing strategies and service offerings. By understanding consumer behaviour and preferences, Bharat Petroleum can tailor its service to meet customer needs, enhance customer satisfaction, and maintain a competitive edge in the market.

REFERENCES

1. Philip Kotler; "Marketing Management" 11th edition, Prentice hall, New Delhi – 2002.
2. Naresh K Malhotra; "Marketing Research", 3rd edition, Pearson education, Delhi – 2003.
3. Kothari C.R., Research Methodology, WishwaPrakashan, New Delhi, 1985 (Reprint 2003).
4. Richard .I. Levin, David S. Rubin, Statistics for Management, USA, Prentice-Hall, Inc, Seventh Edition, 2002.
5. Churchill, G. A. (1995) Marketing research: methodological foundations, 6th edition, South-Western/ Thomson Learning, Mason, Ohio. Chapter 1, pp. 10-23 and chapter 3, pp. 82-112.
6. Wilson, A. M. (2003) Marketing research: an integrated approach, Financial Times Prentice Hall, Harlow. Chapter 2, pp. 19-47.
7. Paramasivan C & Ravichandiran G (2022), Financial Performance of Commercial Banks In India , Journal of the Oriental Institute M.S. University of Baroda, Vol. 71, Issue. 02, No.4, April-June
8. Paramasivan C, & Pasupathi R (2017), A study on growth and performance of Indian agro based exports, International Journal of Humanities and Social Science Research, Volume 3; Issue 9; September 2017; Page No. 01-05