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A STUDY ON CONSUMER SATISFACTION TOWARDS BHARATH PETROLEUM WITH REFERENCE TO COIMBATORE CITY

Ms. S.M. KHAVYA¹, SIVA SANKAR S.M²

¹ Assistant professor department of commerce Professional accounting, Sri Krishna Adithya College of Arts and Science.

² B.Com professional accounting, Sri Krishna Adithya College of Arts and Science.

ABSTRACT :

This study investigates patron satisfaction toward Bharat Petroleum Corporation Limited (BPCL) gasoline stations in Coimbatore, India, amidst a aggressive petroleum retail landscape. With a focal point on key elements which includes fuel high-quality, pricing, carrier efficiency, cleanliness, and personnel professionalism, the research ambitions to evaluate the overall patron enjoy and pick out areas for development. Utilizing a structured survey, data was accumulated from a various demographic, revealing that a significant portion of respondents (fifty four.6%) expressed satisfaction.

INTRODUCTION:

Consumer delight is a crucial thing that determines the success and sustainability of any service-oriented industry. In the petroleum retail area, in which competition is intense and customer choices are continuously evolving, making sure high ranges of delight is critical for constructing customer loyalty and maintaining a aggressive aspect. Bharat Petroleum Corporation Limited (BPCL), a outstanding participant in India's oil and fuel enterprise, has set up a vast community of fuel stations across the u . S .. These stations function crucial hubs for meeting the gasoline and energy desires of thousands and thousands of clients, consisting of people, organizations, and industries. In Coimbatore, a metropolis famend for its business development, financial vibrancy, and growing populace, the demand for splendid gas stations in Coimbatore strive to meet these expectations through initiatives focused on product quality, consumer convenience, and value-added services.

This study delves into the level of consumer satisfaction at Bharat Petroleum bunks in Coimbatore city. It aims to evaluate several critical aspects, including the quality of fuel, pricing strategies, efficiency of service delivery, cleanliness of the premises, and the professionalism of staff. By thoroughly examining these factors, the study seeks to uncover the strengths and weaknesses Fuel first-rate, pricing, and provider efficiency in Coimbatore. To evaluate client pride with BPCL's cleanliness and group of workers conduct in Coimbatore. To Identify gaps in provider shipping and provide insights into Coimbatore's unique market needs. To Identify BPCL's strengths and regions for development in assembly purchaser expectation.

OBJECTIVE OF STUDY:

The observe will study factors inclusive of fuel high-quality, provider at petrol stations, pricing, charge alternatives, group of workers conduct, cleanliness, extra offerings (air/water), loyalty packages, complaint coping with, and typical client revel in. Additionally, it'll explore the accessibility of outlets, the effect of promotional gives, purchaser perceptions of environmental and protection standards, convenience of location and working hours, and the effectiveness of communication channels. The aim is to discover areas for improvement to beautify patron pride, loyalty, and logo belief.

SCOPE OF STUDY:

The observe will look at factors including fuel nice, provider at petrol stations, pricing, price options, body of workers behavior, cleanliness, extra offerings (air/water), loyalty programs, criticism coping with, and standard purchaser revel in. Additionally, it's going to discover the accessibility of shops, the effect of promotional offers, patron perceptions of environmental and protection requirements, convenience of region and working hours, and the effectiveness of conversation channels. The purpose is to discover areas for improvement to enhance customer pride, loyalty, and emblem notion

STATEMENT OF THE PROBLEM:

Bharat Petroleum Corporation Limited (BPCL) pursuits to provide excellent fuel and amazing service to its clients. However, client feedback from BPCL stores in Coimbatore well-knownshows several problems that affect consumer pride. These issues encompass inconsistent gasoline great, delays in provider, personnel conduct, pricing issues, insufficient cleanliness, and restrained extra offerings like air/water facilities. This have a look at seeks to

become aware of the important thing elements impacting client delight and loyalty at BPCL stores in Coimbatore and suggest upgrades to beautify overall customer revel in and operational effieience

REVIEWS:

Hassan, L.M., & Naveed, A. (2004) – Measuring consumer satisfaction in the petroleum sector

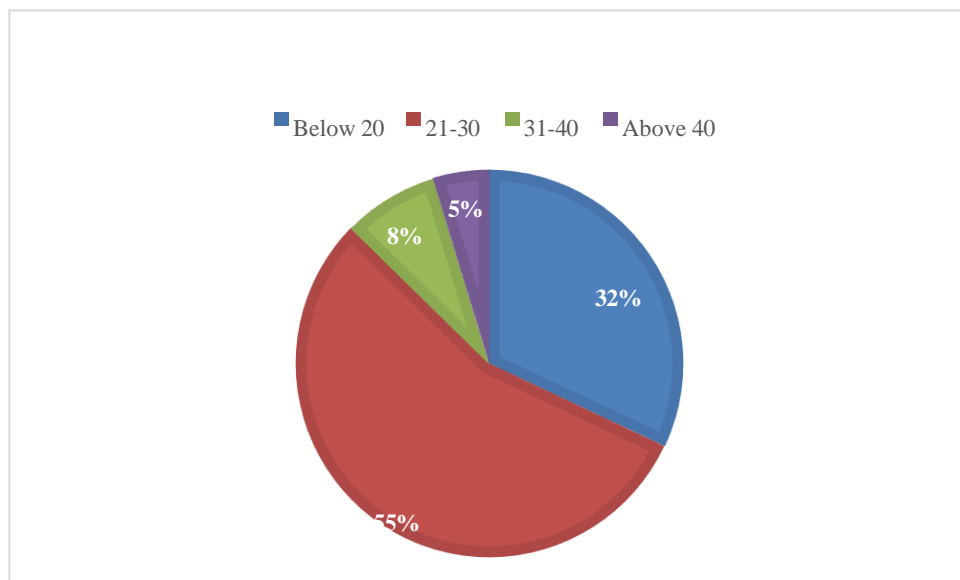
The study explores the different tools and methods used to measure consumer satisfaction in the petroleum retail sector. It suggests that BPCL could benefit from utilizing both quantitative and qualitative data collection methods, such as **consumer feedback surveys** and **mystery shopping**. These tools could give BPCL actionable insights into the **fuel quality**, **pricing policies**, and **staff attitudes** that most affect consumer satisfaction, allowing them to adjust their strategies accordingly.

Khan, M.A. (2006) – Consumer satisfaction in the petroleum retail sector: An empirical study in India

Khan's study provides empirical evidence on the key factors affecting consumer satisfaction in the petroleum retail industry. It suggests that **service quality**, **fuel quality**, and **pricing transparency** are critical drivers of satisfaction. BPCL can take this information into account by ensuring **clear communication** about fuel prices, offering competitive rates, and maintaining a high standard of service.

ANALYSIS AND INTERPRETATION:

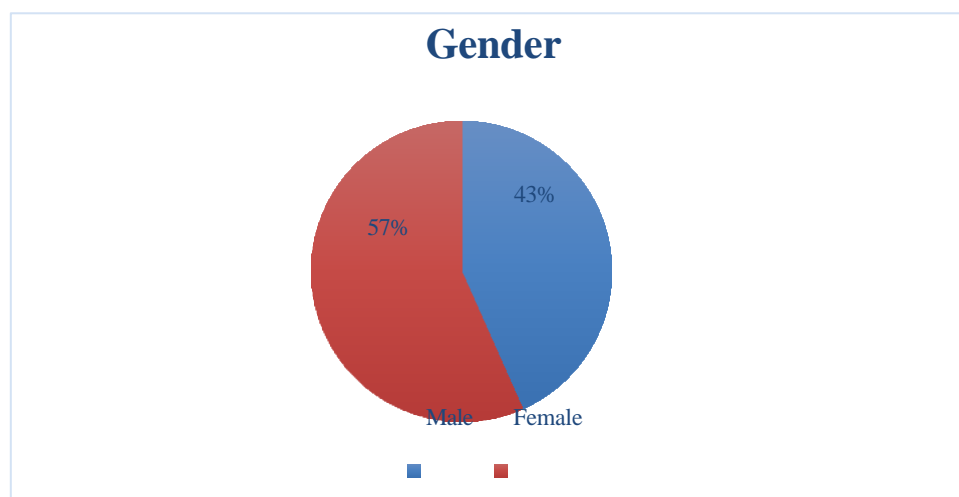
Age



INTERPRETATION:

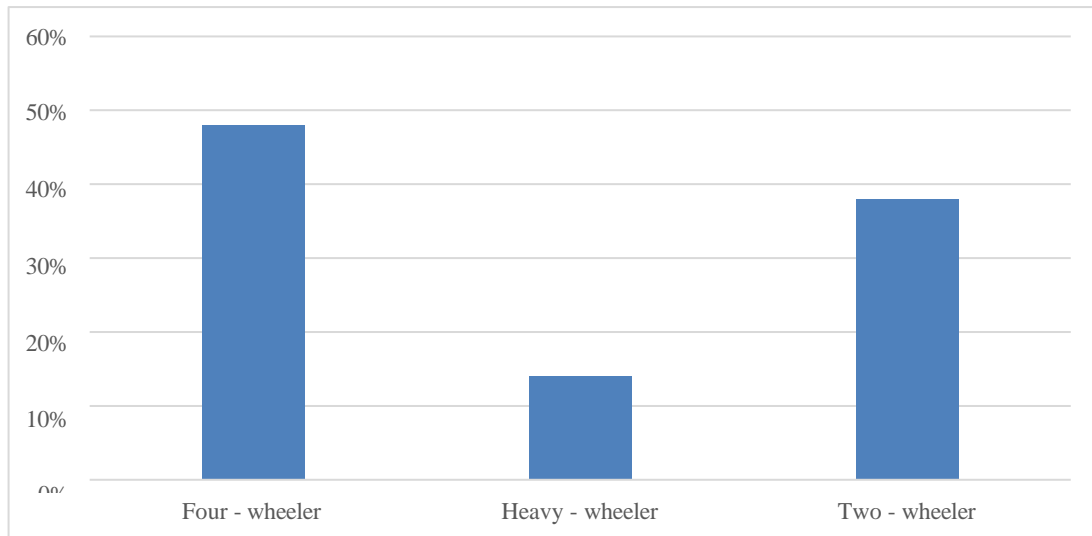
The desk 4.2.2, shows that majority of fifty five.33% of the respondents belong to the age group of 21-30, 32% of the respondents belong to the age organization of Below 20, 8% of the respondents belong to the age group of 31-forty and four.66% of the respondents belong to the age organization of forty and above.

Gender

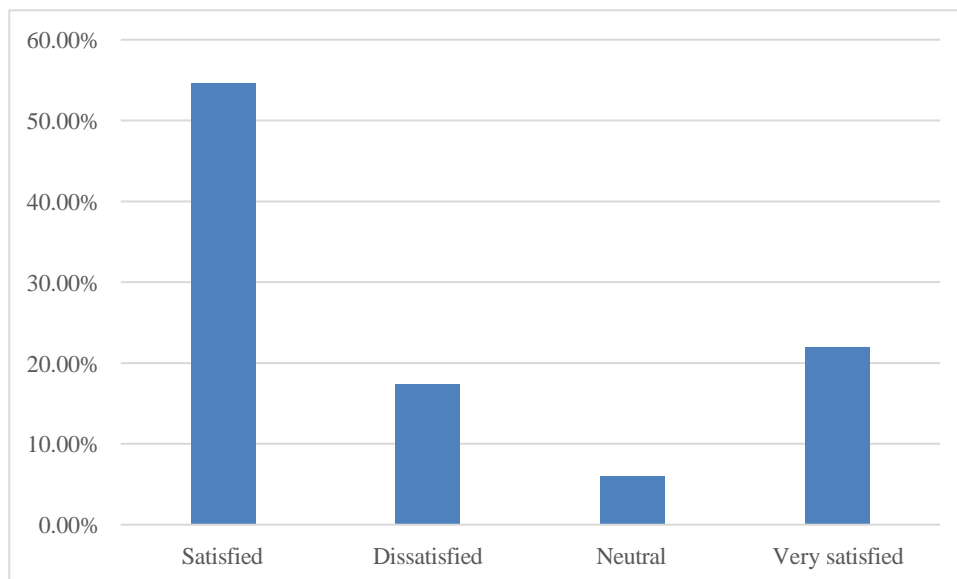


INTERPRETATION

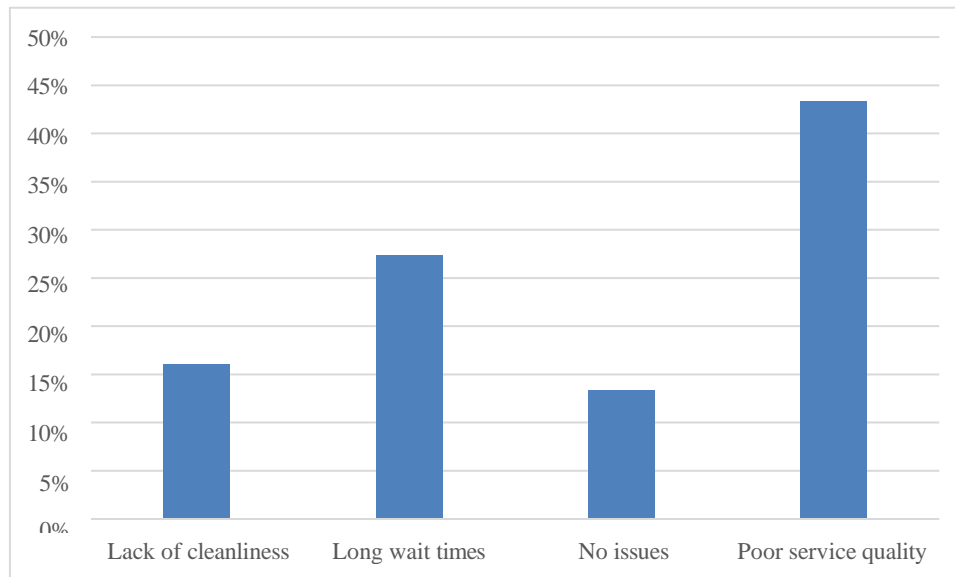
The table 4 . 2 . 1 , actually indicates that majority of the fifty six.6% of the respondents are Female and forty three.3% of the respondents are Male.

Vehicle**Interpretation**

From the table, forty eight% of the respondents are Four - wheeler, 14% of the respondents are Heavy - wheeler, 38% of the respondents are Two – wheeler, majority (48%) of the respondents are Four - Wheeler.

satisfaction level**Interpretation**

From the desk, fifty four.6% of respondents are Satisfied, 17.33% of respondents are disillusioned, 6% of respondents are impartial and 22% of respondents are very glad, majority (54.6%) of the respondents are Satisfied.

over the fuel station**Interpretation**

From the desk, 16% of respondents are Lack of cleanliness, 27.33% of respondents are Long wait times, 13.33% of respondents are No problems and forty three.33% of respondents are Poor service first-rate, majority (43.33%) of the respondents are Poor provider quality.

WEIGHTED AVERAGE ANALYSIS

Factor	Very Satisfied	Satisfied	Neutral	dissatisfied	Very dissatisfied	Total	Weighted average
Quality	100	30	15	5	3	153	4.43
Price	95	35	12	8	5	153	4.34
Service	105	25	10	8	2	150	4.49
cleanliness	98	28	14	7	3	150	4.41

Weighted average = TOTAL NO.OF. PRODUCT

TOTAL RESPONSES

INTERPRETATION:

Service (four.49) is the highest-rated aspect, indicating clients are most satisfied with the carrier at Bharat Petroleum.

SUGGESTION

This examine goals to research client pleasure closer to Bharat Petroleum bunks in Coimbatore metropolis by using comparing key factors inclusive of gas great, pricing, carrier efficiency, customer support, and overall revel in. As gas stations play a important function in daily transportation, understanding consumer perceptions can assist identify areas for improvement and enhance carrier requirements. The observe will explore patron expectancies, grievances, and loyalty towards Bharat Petroleum, imparting insights into how service high-quality affects their options. By collecting and reading client comments, this studies seeks to provide hints for reinforcing patron pleasure and strengthening Bharat Petroleum's recognition in the location. This take a look at specializes in assessing purchaser pride at Bharat Petroleum bunks in Coimbatore metropolis, thinking about various factors including gas nice, pricing, availability, service performance, and average patron revel in. Fuel stations are a vital part of daily transportation, and purchaser perception of service satisfactory performs a vital role in shaping brand loyalty and alternatives. The studies targets to apprehend client expectations, become aware of demanding situations faced by purchasers, and compare how carrier shipping impacts their delight levels. Additionally, the observe will have a look at components like the behavior of gasoline station personnel, the effectiveness of grievance decision mechanisms, and the benefit of price options to be had at Bharat Petroleum stores

CONCLUSION

Additionally, the study will examine aspects like the behavior of fuel station staff, the effectiveness of complaint resolution mechanisms, and the convenience of payment options available at Bharat Petroleum outlets. With increasing competition in the fuel retail industry, ensuring high levels of

customer satisfaction is essential for retaining customers and maintaining a strong market presence. Through surveys and data analysis, this research seeks to provide valuable insights that can help improve service quality, enhance operational efficiency, and strengthen consumer trust in Bharat Petroleum bunks within Coimbatore city.