
A STUDY ON CUSTOMER SATISFACTION TOWARDS BHARAT GAS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Liquefied Petroleum Gas (LPG) has become an essential household fuel in India To conclude, Bharat Gas has the potential to further strengthen its position in the market by focusing on:

- Improving delivery timelines
- Enhancing customer service responsiveness
- Ensuring transparency in operations
- Increasing customer awareness programs

By addressing these key areas, Bharat Gas can not only improve customer satisfaction but also build long-term customer loyalty and sustain its competitive advantage in the LPG market due to its convenience, efficiency, and environmental advantages. Among the major LPG providers, Bharat Gas (a unit of Bharat Petroleum Corporation Limited) plays a significant role in supplying cooking gas to both urban and rural consumers. With increasing competition and rising customer expectations, understanding customer satisfaction has become crucial for improving service quality and retaining customers.

This study focuses on analyzing the level of customer satisfaction towards Bharat Gas services in Coimbatore city. The research is based on primary data collected through structured questionnaires and secondary data obtained from journals, reports, and previous studies. The study examines key factors influencing customer satisfaction such as booking convenience, delivery time, staff behavior, safety measures, pricing, and grievance handling.

Findings from earlier research indicate that customer satisfaction in LPG services largely depends on service quality dimensions such as reliability, responsiveness, assurance, and empathy. The study also reveals that ease of booking and safety measures are generally rated

highly by customers, while delivery delays and customer service responsiveness remain areas of concern.

In Coimbatore, issues such as delayed delivery, underweight cylinders, and lack of transparency in service have been reported, affecting customer satisfaction levels. Additionally, technological advancements like online booking and subsidy transfer schemes have improved customer convenience but still require better awareness and execution.

The study concludes that while customers are moderately satisfied with Bharat Gas services, there is significant scope for improvement in delivery efficiency, complaint resolution, and service reliability. Recommendations include enhancing digital services, improving staff training, ensuring timely delivery, and maintaining transparency in operations to achieve higher customer satisfaction

Customer satisfaction towards Bharat Gas in Coimbatore is at a moderate level. While technological improvements have enhanced convenience, operational issues such as delivery delays and poor grievance handling affect overall satisfaction. By focusing on service quality and customer-centric strategies, Bharat Gas can improve customer loyalty and maintain a competitive advantage.

INTRODUCTION

Introduction to LPG

Liquefied Petroleum Gas (LPG) is a widely used fuel for cooking and heating purposes. It is preferred due to its clean-burning properties, ease of storage, and efficiency. In India, LPG distribution is primarily handled by public sector companies.

About Bharat Gas

Bharat Petroleum Corporation Limited is one of the leading oil companies in India, and Bharat Gas is its LPG distribution brand. It provides reliable and safe LPG services to households and commercial users.

Importance of Customer Satisfaction

Customer satisfaction is essential for:

- Retaining customers
- Building brand loyalty
- Improving service quality

- Gaining competitive advantage

Satisfied customers are more likely to continue using services and recommend them to others.

REVIEW OF LITERATURE

Several studies have been conducted on customer satisfaction in LPG services:

- Studies indicate that **service quality dimensions** such as reliability, responsiveness, and assurance significantly impact customer satisfaction.
- Research shows that **timely delivery and proper grievance handling** are major determinants of customer satisfaction.
- It is found that **digital booking systems** have improved customer convenience but need further enhancement.
- These studies highlight that while LPG services have improved, there is still scope for better customer service.

RESEARCH METHODOLOGY

Research Design

The study uses a **descriptive research design**.

Objectives of the Study

- To measure customer satisfaction towards Bharat Gas
- To identify factors influencing satisfaction
- To analyze problems faced by customers
- To suggest improvements

Data Collection

- **Primary Data:** Collected through questionnaires
- **Secondary Data:** Journals, websites, reports

Sample Size

- 100 respondents from Coimbatore

Sampling Method

- Simple random sampling

Tools Used

- Percentage analysis
- Charts and tables

DATA ANALYSIS AND INTERPRETATION

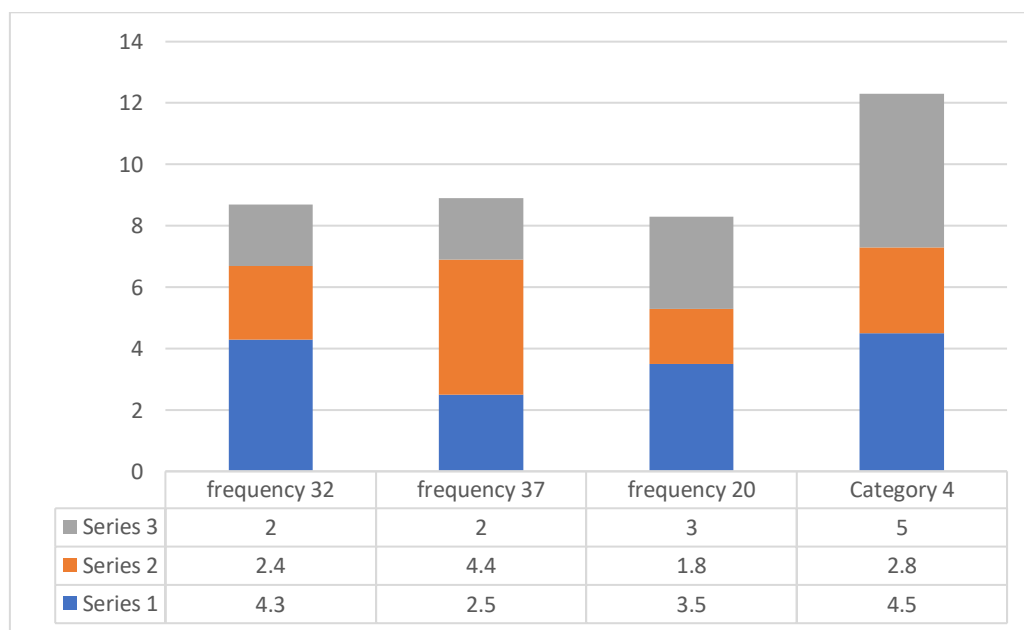
Booking System

- Majority of customers prefer **online booking and mobile apps**
- Customers find booking systems easy and convenient

GAS CYLINDERS USED PERIOD

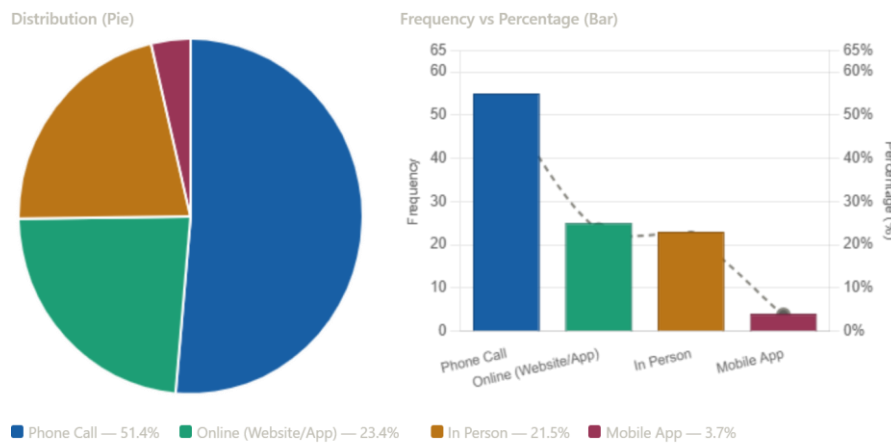
S.NO	Duration of Usage	Frequency	Percentage
1	Less than 1 year	32	29.9
2	1 - 3years	37	34.6
3	3 - 5years	20	18.7
4	More than 5 years	18	16.8
	Total	107	100

GAS CYLINDERS USED PERIOD



PREFERRED METHOD OF BOOKING GAS

S.NO	Booking Method	Frequency	Percentage
1	Online (Website/App)	25	23.4
2	Phone Call	55	51.4
3	In person	23	21.5
4	Mobile app	4	3.7
	Total	107	100



INTERPRETATION

Preferred Method of Booking Gas — The data reveals that phone call is the most preferred booking method among customers, accounting for 51.4% (55 respondents), indicating a strong reliance on traditional communication. Online booking via website or app follows at 23.4%, while in-person booking stands close at 21.5%, suggesting that a significant portion of customers still prefer direct, physical interaction. Mobile app usage remains notably low at just 3.7%, highlighting a gap in digital adoption despite the growing trend of smartphone usage. Overall, nearly 73% of customers depend on conventional methods (phone and in-person), while only 27% use digital platforms. This underscores the need for businesses to promote digital booking channels through awareness campaigns and improved app accessibility to modernize the customer experience.

Pie Chart (Distribution)

This chart shows the overall percentage share of each method:

- **Phone Call – 51.4%** → The most popular option, used by over half of users.
- **Online (Website/App) – 23.4%** → The second most common method.
- **In Person – 21.5%** → Close to online usage, still significant.
- **Mobile App – 3.7%** → Very low usage compared to others.

Key takeaway: Most people prefer calling, while mobile apps are rarely used.

Delivery Service

- Around 60–70% of customers are satisfied
- Some customers face **delays in delivery**

Behavior of Staff

- Delivery staff behavior is generally good
- Few complaints about extra charges

Cylinder Quality and Safety

- Most customers are satisfied with safety standards
- Awareness about safety measures is moderate

Customer Support

- Complaint handling is average
- Customers expect quicker response

FINDINGS

- Customers are highly satisfied with booking systems
- Moderate satisfaction with delivery services
- Safety measures are considered reliable
- Customer service needs improvement
- Some customers face issues like:
 - Delay in delivery
 - Extra charges
 - Poor complaint handling

SUGGESTIONS

- Based on the study, the following suggestions are made:
- Improve delivery time and efficiency
- Introduce real-time tracking of gas delivery
- Strengthen customer care services
- Conduct awareness programs on safety measures
- Ensure transparency in pricing and billing
- Take strict action against malpractice

CONCLUSION

The study concludes that customer satisfaction towards Bharat Gas in Coimbatore is at a moderate level. While the company has successfully implemented convenient booking systems and maintained good safety standards, there are still areas that require improvement, especially in delivery services and customer support.

By focusing on customer-centric strategies and improving service quality, Bharat Gas can enhance customer satisfaction and maintain its strong position in the LPG market.

BIBLIOGRAPHY

- Company reports of BPCL
- Research journals on customer satisfaction
- Websites related to LPG services
- Government LPG scheme reports