

# Customer Loyalty: Moderation Effect of Age and Service Quality

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**Abstract** - This study investigates the impact of service quality on customer loyalty towards Bharat Petroleum. As the petroleum industry is highly competitive, retaining customers is crucial, and service quality plays a vital role in achieving this. The research focuses on evaluating customer perceptions of service reliability, responsiveness, assurance, empathy, and tangibles at Bharat Petroleum outlets. Data was collected through structured questionnaires and analyzed using statistical tools to determine the relationship between service quality dimensions and customer loyalty. The findings reveal that improved service quality significantly enhances customer satisfaction and loyalty, suggesting that consistent service delivery is essential for sustaining a competitive edge in the fuel retail market.

**Key Words:** Service Quality, Customer Loyalty, Bharath Petroleum, Customer Satisfaction , Fuel Retailing.

## 1. INTRODUCTION

A distribution channel (also called a marketing channel) is a structure of interdependent business organizations ranging from the factor of manufacturing of the product to the consumer, via which channel members encourage and talk with the clients, promote and delivery, shops, distributes and secures product carrier. Storage of oil and gas and oil allows easy out deliver and demand discrepancies. Companies save greater whilst the charges are lower than they would love, and withdraw while prices are excessive. The cheapest garage technique is underground areas, which includes depleted reservoirs. This approach is normally used for natural gas and oil; finished oil products cannot be stored in underground natural areas according to policies. Above floor tanks are used for crude and refined oil, finished oil merchandise, and natural gas and oil. At retail places, like fuel stations, tanks are stored underground for protection motives. Tanker ships are used for brief garage while land garage is at capability, making it the maximum high-priced alternative. There is a minimal operating level of crude oil that cannot be removed from pipelines, refinery tanks, basic gadget without problems. In 2020, the coronavirus pandemic dramatically decreased the call for for oil, which become coupled with an oversupply due to Saudi Arabia increasing oil manufacturing and OPEC and non-OPEC nations failing to come to a settlement on lowering oil manufacturing. This supposed storage tanks had been near potential. In reaction, oil storage organizations considerably accelerated their storage rates. Clearly the advertising and marketing and distribution of petroleum merchandise is a complicated and extensive-ranging zone of the global petroleum industry. The motive of this module is to offer you with an overview of the characteristics of the goods

bought and their programs; to benefit an knowledge of the goods distribution system and the structure of the marketplace; and to become aware of the principle gamers in this section of the business and how they devise fee. Its additionally analyze the character of the markets for products in distinct elements of the arena, how they differ from place to region, and the way merchandise are priced alongside the cost chain along with margins, taxes and final commercial or retail pricing. Our discussion culminates with a take a look at one of the most seen and, on a daily basis, most applicable symbols of the industry—the retail gas and oil outlet. The impact that the COVID-19 virus generated within the oil marketplace. Despite significantly reducing oil generating activities and thus affecting the deliver community, the price of the barrel went down, due to the regulation of deliver and demand. Although the supply become dwindled across the world, the call for become substantially more affected due to the fact countries implemented social restrictive measures, which include quarantine. Besides, countries with high intake of hydrocarbons for heat technology are currently inside the summer time, keeping off the expenditure of hydrocarbon derivatives. At the equal time, fuel isn't being used as much as before because of the house workplace becoming the brand new fashion.

## 2. OBJECTIVES

To examine the impact of service quality on customer loyalty among Bharat Petroleum customers. To analyze the moderating effect of age on the relationship between service quality and customer loyalty. To evaluate the combined influence of service quality and age on customer loyalty in the context of Bharat Petroleum.

## 3. LITERATURE REVIEW:

1. **Kyusya, J.M. (2016)** The distribution channel of the business enterprise need to cowl areas/markets no longer yet served and underserved by way of modern efforts (current degree of distribution) with the intention of improving marketplace potentials and marketplace proportion. In truth, advertising channel decisions are many of the maximum essential decisions that management faces. A enterprise's channels decisions are related with each other advertising decision. The organisation's pricing depends on whether it makes use of mass merchandisers or first-rate area of expertise shops. The firm's income pressure and advertising choices depend upon how a good deal persuasion, training, motivation and help the dealers need. Companies frequently pay too little interest to their distribution channels, but, occasionally with adverse

outcomes. In evaluation, many agencies have used innovative distribution systems to benefit a competitive benefit. Therefore, management should design its channels cautiously with a watch on day after today's likely selling surroundings as well as these days's

2. **Mc Naughton (2016)** distribution channel arrangement, it has been recognized that the incentive of making included channel is to improve higher distribution channel performance. Examined the structural channel integration choice among 2,000 Spanish export orientated corporations. It turned into observed that the status quo of multiple distribution channels changed into prompted by using serving distant places markets or importers a good way to maintain the property and service nice of exporters to maintain a great dating with the customer
3. **(Stern & Neskett, 2016)** storage Management and Channels of distribution can be considered as social structures comprising a fixed of interdependent groups, which perform all of the activities (features), applied to transport a product and its title from production to intake. Because of this interdependency there arises a want for some shape of co-operation between channel members and co-ordination of sports. This co-operation and co-ordination are important in order to ensure predictability and dependability among members so one can allow character groups to plan effectively. Also, warfare arises in channels, because individuals now and again have incompatible dreams, differing thoughts as to the functions every have to perform, and differing perceptions of fact. This struggle desires to be controlled so that it does not disrupt channel functioning.
4. **Sohail, M. S. (2017)** Opening new manufacturing web sites or distribution centers towards dispersed customers is one way to reduce the lead time and transportation expenses. However, the purchase of such facilities in the oil and petrochemical industries, if possible, is generally very luxurious and often outcomes in higher inventory and working fees. Red Cavaney, president of the American Petroleum Institute, stated. Most oil and fuel businesses are not going to undertake the sizable E3S Web of Conferences funding needed to even begin the system.
5. **Wilkinson, (2017)** The character channel participants to affect the choice making and/or conduct of each other (whether or not planned or no longer), is the mechanism via which the channel is organized and orderly conduct preserved. This isn't meant to imply that businesses necessarily set out intentionally to arrange the channel, however that this enterprise of the channel arises out of character organizations adjusting their conduct to each other when it comes to the energy they every have and use. However, in a few channels, company(s) may count on a leadership position and make deliberate tries to arrange the channel, utilizing their Oil and fuel industry between person channel individuals' sports are coordinated and the means by way of which any struggle between corporations is controlled.
6. **(Chung et al., 2018)** powerful oil and gas enterprise business practices concerning the development and implementation of suitable techniques to enhance the technical skills of neighbourhood suppliers within the oil and gas and oil industry. The use of local providers may mitigate the poor effects of Distribution strategy disruptions due to herbal failures and worldwide conflicts that have an effect on the supply of goods and offerings from overseas countries. The sustainable improvement of neighbourhood providers enhances the operational performance of oil and gas corporations and improves the lengthy-term sustainability of both their companies and the providers' businesses. The development of local providers in oil and gas and oil producing international locations can emerge as a driving force to promote the herbal resource-primarily based industrialization of these international locations. Leaders inside the oil and gas industry may additionally use the findings of the examine to build the competencies of nearby providers, leading to enhanced operational performance, expanded sustainability, and stepped forward profitability
7. **Schwartz (2020)** oil industry is worldwide, such commodities as oil, gas, and petrochemicals require specific modes of transportation together with pipe-lines, vessels or tankers, and railroads. These commodities are produced in unique and confined regions of the arena, yet they're demanded everywhere in the globe due to the fact they represent an important source of electricity and raw material for a big number of other industries. Several weeks lead-time from the delivery factor to the very last clients' region may be very common on this kind of industry. Distribution method partners gift a excessive variability of transportation times which can hurt providers in phrases of service levels and very last customers in phrases of safety stock fees.
8. **Hofer, A. R., Knemeyer, A. M(2021)** Distribution is the system of planning, implementing and controlling the physical float of substances, final items and related records from point of foundation to factor of consumption to fulfill client requirements at a profit . It is the marketing feature answerable for movement of products to the final users. It will be stated that manufacturing isn't always complete until the goods attain the final users and for this to be achieved, manufactured goods should pass via distribution channels. The key point of this studies paintings as concerns any enterprise set up or employer specially one in a stiff Competitive financial system just like the case beneath consideration in this research paintings in admire of Petroleum Products Ltd needs to examine how it can efficiently develop its distribution techniques.
9. **Longo, D. (2021)** The degree of the economy has placed distribution right into a much less critical function and shortage or brief deliver of oil and fuel merchandise. Most management these days are fascinated on earnings maximization without due interest to the effect of distribution at the organisation and economy as an entire. The effectiveness of the storage management and distribution techniques of Petroleum Products Ltd
10. **Ngechu. M. (2022)** petroleum products plays a particularly essential position, because it influences the economic health of the principle industries and agriculture, as well as the populace. At the equal time, the huge volumes of assets used, the wide range of petroleum products, the complexity and breadth of communications decide the significance of coordinating the procurement, storage and supply of petroleum products, tracking the product promotion procedure and the satisfactory of shipping and transportation making

plans, thinking of the quantity of investment required for this.

11. **Achison (2022)** denoted that unless merchandise are allotted and introduced within the right exceptional, on the proper time, in proper condition and at the proper price; customers can be reluctant to buy. He pressured in addition that distribution is seemed as a chief consideration in strategic planning due to the fact it's miles an crucial marketing feature that is accountable for making items and offerings available to the customers.
12. **Onyonka, L.B. (2023)** Essentially, consistent with a storage Management is suitable majority of the oil and gas enterprise's studies, we've got enough assets left to preserve contemporary production ranges for at least the next 50 years. Therefore, the primary task dealing with the oil and fuel industry isn't the availability of oil and gas and oil resources, but placing those reserves into manufacturing and turning in the very last products to consumers at the minimum value viable. Thus, garage management application will beautify this intention
13. **Mutuma, P. (2023)** Distribution techniques on its very own, is a wide theory of the way assets are to be deployed to construct a channel (or channels) linking the producer to the consumer to ensuring that the product and related services are made available to the goal phase of the marketplace. It involved with efficient channel arrangements that can be used to make items and services to be had to customers/customers by way of deciding on which intermediaries and marketing channel systems to be decided on to move merchandise in the maximum aggressive and green way to satisfy client's want and desires. However, it's far very essential to position the channel of distribution of lubricating merchandise in strategic places where users can get them and at the proper time probable by means of the use of more effective, green and strategic bodily distribution sample consisting of nicely positioning of subject salesmen, institutional distribution gadget of products etc.
14. **(Hebert, 2024)** These elements are pushing oil and petrochemicals agencies to either soak up the increase in expenses or skip the expenses on to clients who are already facing growing costs. Companies consequently have diagnosed that stepped forward Distribution strategy efficiencies represent a big location for fee financial savings, particularly within the logistics vicinity. Also, companies agree with that the Distribution approach in which they take part as clients and suppliers is what creates opposition rather than character corporations. Thus, the important thing factors for lowering charges and increasing the organization's income in managing Distribution strategies are demand management, efficient distribution of petroleum products amongst customers, better transportation scheduling, warehouse management, and quality and timeliness of facts. But the actual effectiveness of garage management is to control these factors, now not separately, however as a whole technique, that's possible exactly via the automation of the Distribution method.
15. **Kimeu (2024)** carried out a study on charge law, product stocking strategies and marketplace proportion for oil advertising and marketing companies in Kenya and discovered that charge law has a completely sturdy influence on the stocking techniques for Oil advertising agencies in Kenya. However, despite their extended

adoption by using oil groups in Kenya, there's little empirical proof of studies displaying the results of retail distribution techniques on competitive benefit. This observe consequently sought to assess the position of retail distribution strategies in the competitive benefit of oil advertising companies through that specialize in Energy.

#### 4. FINDINGS

- Majority 35% of the respondents age are Under 20.
- Majority 41.3% of the respondents are male.
- Majority 38.8% of the respondents occupation are working.
- Majority 46.3% of the respondents are use Frequently.
- Majority 41.3% of the respondents are Strongly agree in recognize bharat petroleum among other brands.
- Majority 37.5% of the respondents are Agree in colors and logo of bharat petroleum are attractive.
- Majority 32.5% of the respondents are Agree in bharat petroleum has a favorable brand image compared to competitors.
- Majority 38.8% of the respondents are Agree in bharat petroleum has a strong reputation.
- Majority 41.3% of the respondents are Agree in trust bharat petroleum as a brand.
- Majority 46.3% of the respondents are Agree in bharat petroleum has a reliable brand image.
- Majority 51.2% of the respondents are Agree in bharat petroleum represents quality.
- Majority 45% of the respondents are Agree in think bharat petroleum is innovative.
- Majority 42.5% of the respondents are Strongly agree in bharat petroleum is a brand that reflects my personality.
- Majority 56.3% of the respondents are Agree in positive experiences with bharat petroleum.
- Majority 38.8% of the respondents are Strongly agree in continue using bharat petroleum.
- Majority 36.3% of the respondents are Agree in switch to any other fuel brand.
- Majority 47.5% of the respondents are Strongly agree in bharat petroleum is my most preferred fuel brand.
- Majority 41.3% of the respondents are Agree in confident in choosing bharat petroleum.
- Majority 51.2% of the respondents are Strongly agree in prefer bharat petroleum.
- Majority 53.8% of the respondents are Strongly agree in satisfied with my decision to use bharat petroleum.
- Majority 42.5% of the respondents are Strongly agree in prefer bharat petroleum over other fuel brands.
- Majority 43.8% of the respondents are Strongly agree in choose bharat petroleum even if other brands are available.
- Majority 46.3% of the respondents are Agree in consider bharat petroleum my first choice.
- Majority 52.5% of the respondents are Agree in recommend bharat petroleum to others.

STATISTICAL DATA

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***** DEPENDENT VARIABLE: BRAND PREFERENCE *****
***** INTERACTION: BRAND IMAGE *****
***** REGRESSION EQUATION *****
Brand Preference = 0.25813678 + 0.00000000 * Brand Image
Standard Error of the Estimate: 0.00000000
R Square: 0.00000000
Adjusted R Square: -0.00000000
F-Statistic: 0.00000000
P-Value: 1.00000000
ANOVA:
Brand Image
df: 1
SS: 0.00000000
MS: 0.00000000
F: 0.00000000
Significance F: 1.00000000

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***** DEPENDENT VARIABLE: BRAND PREFERENCE *****
***** INTERACTION: BRAND IMAGE *****
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P-Value: 1.00000000
ANOVA:
Brand Image
df: 1
SS: 0.00000000
MS: 0.00000000
F: 0.00000000
Significance F: 1.00000000

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5. CONCLUSION

The study highlights that brand image significantly influences customer brand preference in the context of Bharat Petroleum. A well-managed and consistent brand image builds consumer trust, loyalty, and ultimately preference over competitors. The validated

questionnaire findings show that visual identity, brand personality, and emotional connection are key contributors to brand preference. The analysis further underlines the importance of aligning branding efforts with consumer values and expectations. Overall, enhancing brand image can serve as a strategic tool for Bharat Petroleum to maintain and grow its market share in a highly competitive energy sector.

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