Chapter 5

Conclusion and Recommendation

This chapter includes the conclusion of the research. The recommendation of the research is mention in this chapter. This chapter also consist the future scope of the study. Contribution to the existing theory also mention in this chapter.
6.1 Conclusion

- Factors of brand positioning of automotive lubricants for four wheeler segment consumers are following:
  - Trustworthiness
  - Quality & Reliability
  - Promotional Tools
  - Accessibility
  - Past Purchase Experience

- Factors of brand positioning of automotive lubricants for four wheeler segment mechanics are following:
  - Incentives
  - Accessibility
  - Channel Relationship
  - Brand Competitiveness

- PSU’s brands are lagging behind private automotive lubricant brands on the following factors for four wheeler segment consumers:
  - Trustworthiness
  - Quality & Reliability
  - Promotional Tools
  - Past Purchase Experience
PSU’s brands are lagging behind private automotive lubricants brands on the following factors for four wheeler segment mechanics:

- Incentives
- Channel Relationship
- Brand Competitiveness

Conceptual framework has been developed for brand positioning of PSU’s automotive lubricants brand for four wheeler segments by using Kevin Lane Keller model of brand positioning.

6.2 Recommendation

PSUs should focus on the following factors to make their brand positioning effective and attract more consumers:

- Trustworthiness
- Quality & Reliability
- Promotional Tools
- Past Purchase Experience

PSUs should focus on the following factors to make their brand positioning effective and attract more mechanics:

- Incentives
- Channel Relationship
- Brand Competitiveness
Kevin Lane Keller model can be used in automotive lubricants companies to develop the conceptual framework for their brand positioning.

6.3 Direction for Future Research
This research study is based on first step of brand management process which is identifying and establishing brand positioning and values. So this research is based on identifying the factors of brand positioning on which PSU’s brand are lagging behind the private bands. The second step of brand management process is plan and implements brand marketing programs which can be the scope for future study. A further research can be done to identify the marketing plan to attract more number of customers on the basis of identified factors in this research. In future study various important tools for brand positioning of PSU’s automotive lubricant can be identify.

6.4 Limitation of the Research Study
This research study has been carried out in Delhi and New Delhi region. This research is limited to four wheeler segment consumers and four wheeler segment mechanics. This research is based on comparative analysis of three PSU’s automotive lubricant brands (Servo, HP Lube and MAK Lubricant) and three private brands (Veedol, Castrol and Gulf).
6.5 Contribution to the Theory
In this research factor of brand positioning of automotive lubricants has been identified. Five new factors of brand positioning have been identified on the basis of perception of the four wheelers segment consumers. These factors are trustworthiness, quality & reliability, promotional tools, accessibility and past purchase experience. On the basis of the perception of mechanics, four other factors have been identified. These factors are incentives, accessibility, channel relationship and brand competitiveness. Perceptual mapping has been used to do the comparative analysis between brand positioning of PSU’s and private automotive lubricant brands. Perceptual mapping is a technique which is used to measure how particular brands make their brand image distinct in consumers mind in comparison to other competitors. Kevin Lane Keller model has been used first time to develop the conceptual framework for brand positioning of PSU’s automotive lubricant brands. This conceptual framework represents the factors on which PSU’s are lagging behind the private brands for four wheelers segment (consumers and mechanics).

6.6 Concluding Remarks
In this chapter researcher concluded that there are five major factors for brand positioning of automotive lubricants for four wheeler segment consumers this are trustworthiness, quality & reliability, promotional tools, accessibility and past purchase experience. After that researcher done the comparative analysis between
PSU’s and Private brands and determined that PSU’ brand are lagging behind the private brands on the factors trustworthiness, quality & reliability, promotional tools, and past purchase experience. Similarly, researcher identified the important factors for brand positioning of automotive lubricant of PSU’s for four wheeler segment mechanics. These factors are incentives, channel relationship, brand competitiveness and accessibility. After that researcher done the comparative analysis between PSU’s and Private brands and determined that PSU’s are lagging behind the private brands on the factors incentives, channel relationship and brand competitiveness. After that researcher fitted all the obtained result into the Kevin Lane Keller model of brand positioning, and developed the conceptual framework for brand positioning of PSU’s automotive lubricant brands for four wheeler segment (consumers and mechanics).