CHAPTER - V

DATA INTERPRETATION & ANALYSIS
DATA ANALYSIS & INTERPRETATION

Customers Survey:

For assessing the real market situation, we need fresh and first-hand information so we conducted customers & dealers/distributors' survey in the market. For this research work, we used a questionnaire survey method which is very much helpful in getting true information regarding market conditions. When we conduct the survey for customers, so many problems arise during this period, like language problem, customers' selection, time period etc. But at least out of all these problems, we conduct the survey successfully & timely, following are the issues covered under the customers survey:

Market Share: For assessing the market share captured by various lubricant companies, we asked the question from customers about the lubricant they are using, then 49% replied that they are using Castrol 33%, using Servo 8% using Gulf & 10% using other brands. Including elf, Motul, Lal Ghoda etc.

Following would be the graphical picture of market share

Market Shares of Various Companies

- 49% Castrol
- 33% Servo
- 10% Gulf
- 8% Others

According to the above results Castrol is a leading brand in the market and servo brand lubricant or having second position Gulf is on number three and than comes others including elf, Motul, Lal Ghoda etc.
**Product Feature:** For assessing the most likely feature of the product which make the product favorite amongst customers, we asked the question about the product feature most likely in your favorite brand then 41% answered the product performance, 30% replied prices of product, 25% answered company average and rest of 3% answered draft know.

![Product Feature Pie Chart](image)

- **Product performance**
- **Product Prices**
- **Company Image**
- **Don’t Know**

On the basis of the above results we can say that the performance of the product plays a vital role in marketing favorite brand amongst customers. Second factor product price also plays dominant role in making brand favorite amongst customers. Company image is also an important factor.
Modification: When I asked from customer about modification in product they are using then 66% replied no and 44% replied in positive manner.

In the subsection of this question when I asked suggestions regarding product modification then most of the customers suggest about packaging side, they suggested that the packaging should be of such type in which wastage could be minimized, and few of their suggested for product up gradation.

Disliking in product: When I asked question from the customers that do you dislike any feature in your product then 80% responded in positive way and remaining 20% responded in negative manner.
In the subsection of this question when I asked suggestions about disliking then. Most of them (%) mentioned about price fluctuation and high price sensitive product, some of them says that they don’t know about the quality of product so if they are cheated by company the result could be find approximately in one year which is a very long time and this could damage the engine on large seal.

Brand ranking according to customers :- When I asked the customers to mentioned the brand name according to their performance then 45% mention the Castrol 40% mentioned Servo 10% Gulf and 5% mentioned HP Miley etc.

So we can say that the Castorl lubricant has got no1 position in the ranking given by the customers, Servo brand oil gets second position and Gulf gets 3rd position in the ranking. HP Milecy & others has got fourth position.

Buying decision factor :- In another question when customers are asked to tick the attribute which they like most while buying the lubricants then 45% respond the quality factor for buying decision 30% mentioned the price factor, 15% respond for advertising factor and remaining 10% responded that they buy the product on others advice.
So we can say that product quality plays a crucial role in buying decision-making, then comes the price factor which also play a dominant role in buying decision oil advertising comes on 3rd while purchasing the product in last but not least, nearly 10% customers purchase the product on others advice other include mechanic & friends.

**Satisfaction level:** When the question is asked from customers about the satisfaction of the product they are using, then 40% responded fully satisfied 30% moderately satisfied 20% satisfied and 10% customers are not satisfied.

![Customer Satisfaction Graph](image)

In general when we see at graph we will find that most of the customers are fully satisfied about their product and nearly about 90% comes around the satisfaction level and only remaining 10% customers are not satisfied about the product they are using.

**Consumption rate:** When I put question on to the customers that how much is your quarterly consumption of lubricant oil then 40% four wheeler owners responded two ltr quarterly and 60% two wheelers responded 1 ltr. Quarterly.

Mostly in case of two wheelers we find that customers include only engine oil then don’t give importance to the brake oil with oil etc. in case of four wheelers the customers give due importance to engine oil brake oil, clutch oil etc equally.

**Product availability in the market:** - When the question is asked from the customers that did they get easy availability of the product in the market then 90% says yes and only 10% replied no.
We can say that most of the customers are satisfied with the product availability hence the distribution network of lubricants company is very much sound.

**Packaging:** When I asked from the customers that they are satisfied with the packaging of lube oil, 60% responded yes & 40% responded no so we can say that most of the customers are satisfied with the packaging aspect of the product but here the 40% respond negatively which is large number and due consideration is given to this aspect.

**Brand positioning:** When I asked the customers to mentioned the favorite advertising and brand home of product mentioned Castrol advertising, Servo advertising 5%, Lal Ghoda 5%, Gulf oil advertising. So we can say that Castorl advertising is very strong and occupy position in the mind of large number of customers Servo has got second position in positing the brand image through effective advertising, then comes Lal Gohoda and Gulf on 3rd position equally.

![Brand Positioning Chart]

- Castrol Advertising
- Servo Advertising
- Lal Ghoda Advertising
- Gulf Advertising
**Brand loyalty**: For assessing the brand loyalty amongst the customers I asked question that if you don’t get the lube oil of your choice then what will you do? Then 35% replied that they will wait for some time, 20% relied that they can buy another brand, 25% responded that they will ask the dealer to deliver it quickly, 25% responded that they will go to another dealer and purchase the same brand so we can say that the brand loyalty amongst the customers is moderate and not very much high, if they couldn’t find the favorite brand then they will wait for some time otherwise they will purchase the another brand.

**Brand Loyalty**

- 35% Wait for some time
- 25% Buy another product
- 22% Ask the dealer to deliver it quickly
- 20% Purchase another product

Note - we will calculate the brand loyalty amongst various company like Castrol, Servo, Gulf, Lal Ghoda,
**Product Performance:** For assessing the product performance when I asked the question from customers that please rate the lubricant you are using. According to the maintenance of your vehicle.

Then 40% replied excellent, 30% replied good, 25% replied moderate & the rest 5% replied poor performance.

So we can say that most of the customers are satisfied with the performance of the product because 40% + 30% + 25% = 95% answered in a positive manner and only 5% replied in a negative way.

**Price effect:** For assessing the price effect on consumers when I asked question from the customers that please rate the lubricant price wise, which you are using then 15% replied cheapest, 35% replied costly 30% replied moderate, 20% replied high cost for the lubricant they are using.

From the figure we can say that most of the customers rated the product costly because 35% + 30% + 20% = 85% customers rated the product for high cost and only 15% rated in low cost.

**Customer Suggestion:** When I asked suggestions from customers, following suggestions they have given on price fluctuation: Most of the customers (nearly 40%) suggested that price of lube oil fluctuate rapidly once or twice wither six month and this makes the product costly, which should be prevented.

**On packaging:** 25% customers suggested that the packaging of the lubricant should be in the from which could minimize the waste and easy to handle for the customers.

On quality :- 20% customers replied that the product quality should be improved as compare to the existing product.
Dealers & Distributors Survey :-

This survey is conducted simultaneously with the customers survey to find out the reality of the other side of the coin.

Following are the survey results :- When I asked questions from dealers/ distributors that which brand of lube oil you are dealing then we find some dealers & distributors exclusively appointed for a particular brand and some dealer distributors selling two or more brand simultaneously. 70% respondent selling more then two brands & 30% selling single brand lubricant oil.

During the survey we find that Servo, Castrol & Gulf appointed wholesaler for certain region who is responsible to distribute the product through dealers

**Market share:** - for assessing the market share from the dealer/ distributors point of view, when I asked them to mention the frequently sold lube oil then 50% replied Castrol , 40% relied Servo, 7% replied Gulf & 3% replied for other lubricant like Lal Godha, ELF etc.

![Market Share according to dealers/distributors](image)

So according to the dealers/ distributions Castorl is the frequently sold automobile oil, Servo has got 2nd position in the market & Gulf has got third position.

**Brand awareness** : for assessing the brand awareness amongst the customers means whether they follow the recommendation or aware about the new technologies when I asked the dealers/ distributors that is your customers brand aware? Than 60% relied yes, 35% replied no & 5% replied can’t say.

![Brand awareness](image)
From the above results we can say that most of the customers are brand aware because large number or responded replied in positive way.

**Advertising effectiveness**: For assessing the advertising effectiveness on the customers when I asked the dealers/distributors that do you think that the advertising influence the customers than 70% replied yes, 23% says no, and 7% says can’t say.

![Advertising Effectiveness according to dealers/distributors]

From the above results we can say that the advertising plays an important role in lubricant industries because most of the dealers/distributors accepted the fact that the advertising influence the customers in making the purchase decision.
Dominating factor in purchase decision: for assessing the dominating factor while making purchasing decision from the dealers' point of view, when I asked them that which factor dominates in deciding purchase decision of customers then 50% relied quality factor, 35% replied price factor, 15% replied advertising & promotional factors.

Purchasing decision Factor according to dealer/distributor

- Quality Factor
- Price Factor
- Advertising & Promotional factor

Above results shown that quality factor is the major factor in making purchase decision then comes price factor and then advertising & promotional factors plays a role while selecting the product.

Distribution network: for assessing the soundness of distribution network of various companies, when I asked from dealers/ distributors that your opinion about distribution network, then 40% replied excellent, 30% replied moderate, 30% replied good and nobody tick for poor option.
From the above results we can say that the distribution network of various companies is found very much sound because all the respondent found satisfied with the distributions network of the company and none of them opted for poor distribution network.

**Packaging:** for assuring the packaging side of product (easy to handle) from the dealers/distributors point of view, when I asked the question that are you satisfied with the packaging of product them 63% replied yes, 47% replied no.

Above results shown that most of the respondents were satisfied with the packaging of the product but on the other hand 43% were found unsatisfied which is also large in number.

**Apply companies recommendations:** A card of recommendations has been given by the company to dealers/distributors for technical guidance of assuring whether they apply recommendations while selling product, I asked him do you follow recommendations while selling the product than 67% replied yes and 33% replied no.
Form the above data use can say the most of the dealers/ distributors follows the recommendations given by the company but 33% refused to applying recommendations which is also the large number of respondent who do not apply the recommendations.

**Commission package:** For assessing the commission package whether its satisfactory or not for the dealers/distributors I asked him are you satisfied with the commission you are getting than 64% replied positively & 36% replied negatively.

![Commission satisfaction chart](image)

Will can say that most of the respondent were satisfied with the compensation package designed by the company.

**Finding competitors:** For finding major competitors amongst various private & public sector companies, I asked them who are the main competitor of you company them most of the company opted for Castrol and Servo brand lube oil following are the results:

55% mentioned Castrol, 40 mentioned Servo, 3% mentioned Gulf, 2 % mention others including etc. Lal Ghoda etc.
From the above figure we can say that main battle is between Castrol and Servo and on the second level Gulf, Elf, Lal Ghoda, are fighting to capture the rest of the share other than Castrol & Servo

**Promotional Package:** for assessing the soundness of promotional package providing by various companies to dealers/ distributors, I asked them that are you satisfied with promotional scheme of your company. Then 71% found satisfied and 29% found unsatisfied with the promotional schemes of company.

![Promotional satisfaction chart](image)

We can say on the basis of above results that the promotional package designed by various companies is found very effect because most of the respondent replied positively.

**Comments on brands given by various dealer/distributors :-** When I asked comment from the dealers/distributors then they have given following comments:

- 30% replied promotional schemes could not delivered properly by whole seller to dealers/distributors
- 22% company assigned heavy targets which is the tough task to achieve, 12% product packaging should be improved, 36% price fluctuation i.e. 3-4 times increase within a same years should be controlled.