



A STUDY OF DEALERS PERCEPTION ON MAK LUBRICANTS IN COIMBATORE NORTH REGION

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BONAFIDE CERTIFICATE

Certified that this project report titled, "**A STUDY OF DEALERS PERCEPTION ON MAK LUBRICANTS IN COIMBATORE NORTH REGION**" is the bonafide work of **Mr. JASINTH R (1120400039)** who carried out the project under my supervision. Certified further, that to the best of my knowledge the report herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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DECLARATION

I hereby declare that the summer project titled "**A STUDY OF DEALERS PERCEPTION ON MAK LUBRICANTS IN COIMBATORE NORTH REGION**" being submitted to Anna University in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It is not a part of any other project work submitted for the award of any degree or diploma, either in this or any other university.

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CHAPTER - 1

ABSTRACT

In this competitive market where customer and dealers is the king, it is important to analyze the customer as well as dealers perception. The companies conducting by various market researches try to improve their products and provide customers better and more services. As without putting customers on the top no company can get success. For achieving success every company should target customers because the market is totally market oriented.

The report is an attempt to find out the "Dealer Perception" with special reference to "Stanes motors (south India) pvt Ltd. The survey was conducted through questionnaires by personally interviewing each respondent on a number of queries structured in the questionnaire. The data thus collected through survey was organized in a database, which could be referred for the endorsements. The data was collected was then subjected to analysis by a mixture of common and advanced statistical technique.

The above mentioned survey was conducted on 40 respondents. The respondents were from Coimbatore North Region. The respondents were taken from small, medium and high class distributor.

From the analyse of the survey it was found that in the dealers point of view there is

- Lack of Advertisement
- Lack of Schemes and offers
- Need to tie up with industries for promoting to sales
- Customers don't know much about the lubes

This was the analyse about the current project can help firm in identifying what are the market opportunities and constraints, in developing and implementing market strategies and in evaluating the effectiveness of marketing plan.

Bazaar Channel

With a network of 190 PLDs, 600 MAK Garages and MAK Mobile Vans established to improve reach and penetration in rural and unrepresented areas of MAK Brand, the SBU could reach to the last mile as far as the customers are concerned! We continue to improve our brand visibility across the network and there by increasing our market share across the segments.

Industrial Channel

Large number of prestigious customers has been added during the year to our already existing prestigious customer list. We are also suppliers of initial engine oil fill to TATA Motors, TVS, Hero Honda etc. We also hold respectable share of Railway and Defence business.

Infrastructure

The Lube Plants at Wadilube (Mumbai), Budge (Calcutta), Loni (Delhi) and Tondiarpet (Chennai) have organised themselves as close-knit teams to maximize levels of production and despatch. The Plant at Wadilube is an ISO 9002 certified plant. As part of the ongoing improvements in packaging, the new series of packages developed entirely in-house have been introduced.

Other initiatives

To support the business initiatives, a major thrust has been given to improving BPCL's product offering and increases its market presence. The new R&D Center at Sewree, Mumbai, has developed a number of new products in the automotive and industrial categories. Towards higher visibility, substantial investments have been made in revitalising the brands through product quality and package improvements. The entire distribution system has been revamped with the formation of Supply Chain Management department to ensure that products are more conveniently available

1. INTRODUCTION**1.1 ABOUT THE STUDY**

Bharat Petroleum offers a full range of Automotive Engine Oils, Gear Oils, Transmission oils, Specialty Oils and Greases. The correct usage of these Lubricants of right quality ensures prolonged and trouble free vehicle operation, providing maximum benefits to the users of present day modern vehicles.

In line with the economic liberalisation in India, Lubricants was the first downstream Petroleum product to be totally deregulated with effect from 1991. Since then a large number of players - National, MNCs as well as Global Players - have entered the Indian Lubricants market. Despite operating in a totally competitive environment, BPCL's Lubricants SBU has been registering a growth in lubricant sales continuously over the past couple of years. In 2007-08, an overall growth of 10% has been registered, with a healthy turnover of Rs. 1680 crores (approx USD 350 million).

In 1998, we re-launched our Lubricants in new attractive packs, mainly in Automotive category with three major brands depicting each segment- Mak for Diesel Engine oils, Auto mol for Petrol Engine oils and Glide for Two/Three wheelers (mainly 2T then). In the year 2003, we decided to go for Umbrella Brand-MAK Lubricants, in subsequent years, branded all our industrial grades with MAK.

Retail Channel

Our core strength is our retail outlet network across the country, this comprises of about 7530 retail outlets. Our Lubes SBU have undertaken various initiatives in co-ordination with Retail Business to grow our sales volume through this channel. Initiatives undertaken by the SBU are setting up of Hero Honda City Works, Tata Authorised Service Station (TASS) and installation of Quick Oil Change Machines at retail outlets.

and distinctively visible in the market price. Exclusive branded Lube Shoppe's have been opened all over the country to improve our reach, as well as many innovative & unconventional methods are being used to create brand awareness especially in the diesel oils segments.

Another major initiative has been to reach the products to the rural population through the tie-up with ITC – e-choupal network which has spread the MAK brand across the country in rural areas also. Currently this network is available in Uttar Pradesh, Maharashtra, Rajasthan, Madhya Pradesh and is likely to extend to other states also shortly.

MAK also embarked on another thrust area of enrolling garages across the country in the network of "MAK Garages" there by providing standardized service across the network. This initiative not only provides opportunity for the garages to enhance their business opportunity but also provides an assurance to the end customers that their vehicles are getting the right kind of lubricants.

Product**Auto Lubes**

Lubricants play a very vital role in the smooth & trouble free operation of any automobiles. There are different accretes fitted in an automobiles vehicle such as engines, gear & transmission, brake system, radiator coolant, wheel bearing etc requires different type of oils and greases.

The heart of any automotive vehicle is the engines which power the vehicle motion. The engines fitted in these vehicles are broadly classified as follows based on the fuel it use and the number of strokes:

- Petrol Engines – Spark
- Ignition Engines
- Two Stroke Engines
- Four Stroke Engines
- Diesel Engines – Compression Ignition Engines

Four stroke petrol engines are used in passenger cars and also in current generation motor cycles, scooters and Auto Rickshaws. Two stroke engines are used in the two wheeler, motor cycles and auto rickshaws.

Diesel engines are used in all commercial vehicles. Also high performance diesel engines are used in certain passenger vehicles also.

Industrial Lubricants

Bearing Lubrication

- Oils for Steel Mill Bearing
- Oils for Turbine Bearings
- Oils for General Bearing applications
- Oils for Sugar Mill Cane Crushing Bearing
- Oils for Bearings in Locomotive axles & Steel Plants
- Greases for Bearings
- High Temperature Grease for Bearings

Bearing Lubrication

The most common application of a lubricant is in bearings that are included in an endless variety of mechanical equipment. Two types are considered: plain bearings and rolling bearings.

Plain Or Journal And Bush Bearings

When a journal rotates in a plain bearing that is receiving oil in adequate quantity,

a fluid film of oil is built up by virtue of the viscosity of the oil as a result of rotation of the journal in the bearing. Under suitable conditions this oil film prevents metallic contact between the journal and the bearing, while frictional resistance to the movement of the journal depends mainly on the speed of rotation of the journal and viscosity of the oil under the conditions existing in the film. Friction may be reduced by using oils of progressively lower viscosities, but in every case, depending on speed and load, there is a lower limit of viscosity below which a fluid film is not fully maintained and metal-to-metal contact is likely to occur. In practice, therefore, it is usual to employ oils of sufficient viscosity to provide a safety margin. The

To ensure fluid film lubrication, the bearing must at all times be flooded with oil, so the oil must be supplied to the bearing at a rate equal to that at which it escapes. The rate of escape depends on the viscosity of the oil (less viscous oils escape more rapidly) and on such factors as bearing clearances and the mechanical condition of the bearing. Speaking generally, the greater the load, the lower the speed; or the larger the clearances, the more viscous the lubricant must be. Conversely, lighter loads, higher speeds and smaller clearance necessitate oils of relatively low viscosity.

Cleanliness in handling and applying the lubricant is more important to reduce wear, and every precaution should be taken to prevent impurities and moisture getting into bearings.

Grease-lubricated plain bearings running at normal temperatures require general-purpose cup grease of medium-soft consistency. Moisture-resistant grease is generally preferable. Where operating temperatures are high, special high-temperature grease is required.

Antifriction Bearings

Anti-friction bearings consist of ball and roller type, needle bearings, tapered roller bearings etc.

- The main duties of ball and roller bearing lubricants are:
- To reduce friction between the rolling elements and the separator or cage, and between the rolling elements and the races at any point where true rolling is absent.
- To reduce friction between the ends of rollers and the guiding surfaces which form part of the inner or outer race.
- To assist in dissipating heat generated within the bearing.
- To protect the highly polished working surfaces of the bearing from corrosion and rusting.
- To assist in sealing the bearing against the entry of contaminants such as dust and moisture.

Ball and roller bearings may be lubricated by oil or grease, the choice of lubricant usually being decided by operating conditions and bearing design.

Oil Lubrication

Oil is generally considered to be more effective lubricant, and is to be preferred if the sealing arrangements are adequate, especially where the operating temperature or surface speed of the balls or rollers is high. Oils having viscosities ranging from that of the thinnest spindle oil to that of heavy steam-cylinder oil are used.

The method used to apply the oil depends mainly on the running speed of the bearing. Use of proper method is especially important with high-speed bearings, which are liable to overheat through churning of the oil if it is not correctly applied. The following means of application are suitable :

- Oil bath and splash systems - low and medium speeds.
- Circulating systems - medium speeds.
- Spray or mist - high speeds.

Over-lubrication should be avoided. As a general guide, with oil baths, it can be taken that the oil level should not be above the centre of the bottom-rolling element.

Grease Lubrication

The field of application of lubricating grease is related to their non-Newtonian characteristics. It is usual to employ grease as a lubricant where temperatures and speeds are not excessive and the sealing arrangements do not offer satisfactory lubrication by oils. In addition to being a lubricant, grease possesses excellent self-sealing properties and protects the bearing against the entry of contaminants, where the neck sealing is inadequate or elementary. The viscosity of grease at low or moderate rates of shear remains much higher than lubricating oil in general and so the bearing reaches hydrodynamic or full-film stage more rapidly.

However at high speeds frictional losses are relatively high and more frictional heat is also generated. Since the effectiveness of grease as a coolant is limited, grease lubrication of plain bearings is therefore confined to units of low or moderate speed often under 200 rpm and rarely over 300 rpm; with journal surface speeds generally 1 to 2 m/s. This speed limit is however for large bearings of 50-cm. dia.

Calcium soap greases are mainly used where temperatures are moderate. Calcium-based greases are preferable for bearings that have to run in the presence of excessive moisture. Other types of greases are required where higher working temperatures and more satisfactory sealing properties are required than the conventional 'cup' greases. Such grades include lithium soap and inorganic-base greases and some soda soap greases, but it should be noted that Sodium soap greases are not recommended where the bearing is subjected to excessive washing.

Whatever type of grease is used, it should have no tendency to separate under the operating conditions. When separation occurs, the oil runs out of the bearing and leaves behind dry soap that hardens and cakes. This interferes with the movement of the rolling elements; overheating and mechanical failure may result.

Excessive softening is also undesirable, because the grease might leak out of the bearing and leave the working surfaces unprotected.

The methods used to apply grease are governed by the design of the bearings and by conditions of operation. They are:

- Grease Packing - Applicable where periodic addition of fresh grease is not required.
- Compression Cup or Pressure Gun Application - Employed where the addition of fresh grease is periodically necessary.
- Centralized Pressure Systems - For severe service where the rate of consumption makes it necessary to add fresh grease at frequent and regular intervals (e.g. roller-bearing assemblies of roll necks of metal-rolling mills).

In selecting lubricants for ball and roller bearings, the needs of each application must be studied. Due regard must be paid to the type of bearing, method of lubrication and operating conditions. Thereafter, to ensure satisfactory operation in service, the main points to bear in mind are the exclusion of moisture, dust and other contaminants and regular replenishment or renewal of the lubricant. Care should be taken to avoid over-filling because this may cause operating troubles; for example, a bearing that has been tightly packed with grease is liable to overheat.

warehousing and office administration. Any other facilities that may be required for the Dealership can also be provided.

"Stanes" is a very strong brand in Coimbatore – a brand that evokes Confidence and Trust and is associated with Product Quality, Service Standards, Dependability, Prompt Customer Support and Customer Satisfaction.

ABOUT THE FOUNDER

The British businessman and philanthropist, **Sir Robert Stanes**, started stanes coffee curing works at Coimbatore in 1861, large acreages of tea and coffee plantations were brought under cultivation. Making stanes tea and coffee a popular brand. Stanes went on to grow and diversity into fertilizer mixing agricultural inputs, textiles, motor works, tyre re-treading...

Founder of the Amalgamations group **Shri S.Anantharamkrishnan** illustrious business magnate with a sharp acumen and integrity. 'J' as he was popularly referred to, spearheaded the acquisition of stanes group of companies in 1961 into the Amalgamations fold,. He was a visionary far ahead of his time and developed business in the field of engineering, trading, services and plantation companies. Responding to changing times with unchanging values, helping farmers with better agricultural inputs, T.stanes&co..., continued to grow...

Shri. A. Sivasailam, an inspiring leader with a global perspective, a stalwart in the Indian industrial scene with strong business ethics and integrity, diversified the business of the Amalgamations group into new areas. Taking over as chairman in 1975, shri.A.Sivasailam gave a new direction and thrust to T.stanes & co., by moving towards agro-inputs that are eco-friendly and safe to use on crops, to protect them and increase yield. The commitment to excellence and quality which he ingrained in everyone at T.stanes&co.

1.2 ABOUT THE ORGANIZATION:

AMALGAMATIONS GROUP OF COMPANIES

Stanes Motors (South India) Limited was formed in 1914, as a foundry engaged in carrying out repairs to Plantation & Mill machinery and electric Motors. It subsequently became a full-fledged automobile workshop which included repair and servicing of various models of four and two wheelers. And, today Stanes Motors has a proud record of over 90 years of trusted and dependable service to the public.

Stanes Motors is a unit company of Amalgamations Group. The Amalgamations Group is one of India's largest light engineering companies - it has 45 companies, 49 manufacturing plants and 15000 employees with presence in Manufacturing, Trading, Distribution, Plantations and Services.

Stanes Motors is a wholly owned subsidiary of T.Stanes & Co. Ltd - T.Stanes & Co is a large business house from peninsular India having headquarters in Coimbatore and engaged in manufacturing and marketing, encompassing a diverse range of activities that include Automobiles, Tyre retreading, Agro Chemicals, Pesticides, Bio-Fertilizer, Tea & Coffee, Consumer & Industrial Products etc., and is one of the flagship Companies of Amalgamations Group.

Stanes Motor have a reputation and history in Coimbatore dating back more than 90 years. We have rich experience in handling Automobile products namely, HM Ambassador, Mitsubishi Lancer, Mercedes Benz, Tafe Tractors, LML Scooters, Bosch, Delphi, Amco etc. Today we also have a very professional and aggressive team ready to meet the challenges and demands of a competitive market. We have ample and spacious showrooms (photographs attached) and well equipped workshop facilities in Trichy Road, one of the most prestigious locations in Coimbatore and ideal for vehicle dealership, which will enable us to commence operations immediately. The total area available for the dealership is 75000 sq.ft including showroom space, service & repair bay, vehicle stockyard, parts

The chairman of T.stanes & co., Ltd., Shri.A.Krishnamoorthy, is deeply committed to sustaining the high values and integrity that have come to characterise the Amalgamation group. His focus is on nurturing the rich expertise and capabilities within T.stanes&co., and paves the way for the company's accelerated growth in the agriculture and related sectors

TECHNOLOGY

Amalgamations have an extremely strong technology and manufacturing infrastructure. Time and again, it has forged relationships with leading manufacturers from around the world, to cement partnerships and build on the technology.

The Group has always subscribed to technology leadership at two levels: through organic knowledge that accrues out of a strong research base from within the organisation and out of knowledge of the operational markets; and through strategic tie-ups to leverage strengths. This is why the research and development skills in the Group companies have contributed immensely through continuous product improvement and new product development, for both domestic and export markets. And not surprisingly, many of these facilities have been accorded due recognition by the Department of Scientific & Industrial Research, Government of India.

Amalgamations have also contributed substantially to agricultural research which is the lifeline of the country's growth. Its large experimental 'J' farm plays the catalyst in the transfer of the latest agricultural practices to India's farming community. It has been the Group's forte to pioneer farm innovations and develop vital agri-inputs that are nature friendly and bio-degradable for both crop protection and better yields.

MANUFACTURING FACILITIES

- Technology leader, with a strong manufacturing infrastructure
- Constantly assimilates global technology by cementing international partnerships.
- Proactive product improvement and new product development is a continuous process.

- 50 manufacturing plants – spread across Chennai, Hosur, Coimbatore, Bangalore, Utrugand, Mandideep (near Bhopal), Alwar (Rajasthan) and Parwanoo (HP).
- Many fully integrated Plants with flexible machining centres, transfer lines, cellular manufacturing and lean manufacturing systems.
- High productivity levels and manufacturing cost efficiency.
- Quality and Environment Management Systems, to international standards, are in place in all plants.

PRODUCT AND SERVICES

- Tractors and farm equipment (Agri, Implements, Accessories).
- Polypropylene batteries for automobile industry.
- Engine bearings, Bushings and Thrust washers.
- Metal, Diamond and CBN carbide tipped cutting tools.
- Transmission components.
- Fertilizers: organic and inorganic. Bio-Fertilizers, Bio-Control Agents, Antitranspirants
- Engineering Plastic Dies.
- Engineering Instrumentation – Vehicle and Engine Applications.
- Automotive spare parts distribution of products from reputed Franchises.
- Heavy forgings.

Other companies in Amalgamations Groups

Trading and Distribution:

- Vehicle franchise operations (Cars, Utility vehicles etc)
- TAFE Reach Limited (TRL)
- TAFE Access Limited (Vehicle Sales Division)
- Stanes Motors (South India) Limited
- Wholesale Dealers (Raw Coffee, etc.)

Analyse of the survey it will find that in the dealers point of view.

To identify what are the market opportunities and constraints, in will develop and implement market strategies and in evaluating the effectiveness of marketing plan.

- Cycle Rims
- Tea: Black, Orthodox and Decaffeinated Teas: Trading: Exports.
- Book Retailing

SERVICES

- Advertising, Events, Outdoor, Public Relations
- The Madras Advertising Company Private Limited
- Security Printing
- Warehousing

1.3 STATEMENT OF THE PROBLEM

To know and analyze the factors that will increase sales of MAK lubricants to authorized service stations. For this analysis to be carried out, we have to work on the various factors which are influencing for the selection of the Engine Oil for use at their service station. These factors will be helpful in formulating new ideas or recommendations for the growth of company. Implementation of the following ideas will help in increasing the market share of MAK lubricants to authorized service stations.

1.4 SCOPE OF THE STUDY

The research will be totally concentrated inside Coimbatore North Region. The research work will cover the respondents from authorized service stations (Two wheelers, four Wheelers, LMV, Heavy vehicles).

The survey will conduct through questionnaires by personally interviewing each respondent on a number of queries structured in the questionnaire.

The data thus collected through survey will organize in a database, which could be referred for the endorsements.

The data collect will then subject to analysis by a mixture of common and advanced statistical technique.

CHAPTER - 2

2. REVIEW OF LITERATURE

Dagmar Recklies found that the backbone of any customer perception management and measurement system, however, is thorough market research and surveys. There are several aspects of measuring customer perceptions. First of all the company has to find out how itself and its offerings are perceived by the customers. It is essential to identify what the customer is actually buying and which features are most important to him. Only this way it is possible to align the internal focus and resources to the customers' expectation. This information is of greater value if it can be compared to the customers' perception of competitive offerings. Not only will this reveal relative strengths and weaknesses, it is also a valuable source of ideas for improvement.

Kris Ann stated that customer perception will change because of brand recognition. The is accomplished only by people seeing logo and business name over and over again. So therefore, if you are just beginning in business or are running a marketing campaign, then you need to make sure that you have everything imprinted with your custom logo and business name. This will create the repetition that your customers and future customers need to pick your product out of a crowd time and time again.

Andreas Herrmann, Lan Xia, Kent B. Monroe, Frank Huber stated that their research contributes to the literature on satisfaction by incorporating the role of perceived price fairness. Price is an important element in consumers' purchases; therefore it has a large influence on consumers' satisfaction judgments. The results showed that price perceptions directly influence satisfaction judgments as well as indirectly through perceptions of price fairness. Our research has linked these two important concepts and demonstrated the influence of perceived price fairness on satisfaction judgments empirically.

Sundaresalingam P stated that the project customer perception towards mobicoool coolant oil, then he found the strengths and weakness of the product compared to its competitors, analysed the position of mobicoool oil in the minds of the customers and how customers choose their respective coolant oil. Using these findings, various suggestions such as improving the credit period, improving the whole seller margin, improving the availability and giving more offers and rectifying the complaints were suggested.

1. Dagmar Recklies, Understanding and Managing Customer Perception, ICFAI University Press, July 2006.
http://www.themanager.org/marketing/Customer_Perception.htm

2. Kris Ann "Brand Recognition Will Change Customer Perception"

3. Andreas Herrmann University of St Gallen, St Gallen, "The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases" *The IUP Journal of Brand Management*, Vol. VI, Nos. 3 & 4, pp. 7-25, September & December 2009",
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1531470

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benefits to the appeal of the brand's image. Plummer (1985) presents a similar model of brand perceptions to Keller's (1998), although this model replaces attitudes with the brand's personality as a separate and important component. Brand personality is an important part of brand image, as people often perceive brands in terms of human characteristics. Brands may therefore be described in terms of their personality traits (Thakor and Kohli, 1996). People relate to a brand based on its personality and how this relates or appeals to their own personality and self-concept. Demographics are an important component of a brand's personality (e.g. age, origin, gender and class) (Thakor and Kohli, 1996; Batra et al., 1993). Brands can be defined and described in terms of their origin; the place to which the brand is perceived to belong by its target consumers (Thakor and Kohli, 1996). In particular, brand origin can be particularly salient for brands with heritage, or where the nationality is considered to possess natural expertise (Thakor and Kohli, 1996). Thus because of the Mini's extensive heritage, its origin may be of particular importance to perceptions of the brand.

The perceptions of the BMW Mini brand C.D. Simms and P. Trott

Journal of Product & Brand Management

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http://docushare.lib.rochester.edu/docushare/dsweb/Get/Version64094/sample_article_withchart_citation.pdf

Brand associations and the components of brand perceptions

Associations are a key component of brand image; they differentiate, position and create positive attitudes and feelings toward the brand (Low and Lamb, 2000). The underlying value of the brand name is often in the set of associations – its meaning to people (Aaker, 1991). In order to develop an understanding of the possible components of stakeholders' perceptions of the Mini brand, this paper considers a number of frameworks that are developed to understand these associations and the components of brand perceptions.

Aaker (1991) provides a comprehensive categorisation of brand associations, consisting of 11 categories:

- product attributes
- intangibles
- customer benefits
- relative price
- use/application
- user/customer
- celebrity/person
- life-style/personality
- product class
- competitors
- Country/geography.

A further model is presented by Keller (1998), this model categorises associations into three main categories:

- attributes
- benefits
- attitudes

The model contains many similar elements to that of Aaker (1991), including personality, user, usage and price, but categorises these as non-product related associations. This model also adds the notion of attitudes to the brand, which is considered to be the most important association. Benefits may be classified as functional, symbolic or experiential (Park et al.1986), which clearly relates these

Chidambaram and Alfreed (2007) postulates that there are certain factors which influence the brand preferences of the customers. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, technology and they prefer to purchase the passenger cars which offer high fuel efficiency, good quality, technology, durability and reasonable price.

Satya Sundaram (2008) analyzed how the competition makes the automobile manufacturer to launch at least one new model or a variant of the model every year. This survey also pointed out that diesel cars are becoming popular in India and the announcement of reductions in excise duties by the government has helped to some extent to boost the demand.

Clement Sudhakar and Venkatapathy (2009) studied the influence of peer group in the purchase of car with reference to Coimbatore District. It was also found that the influence of friends is higher for the purchase of small sized and mid sized cars.

Brown et al (2010) analyzed the consumers' attitude towards European, Japanese and the US cars. The country – of – origin plays a significant role in the consumers' behaviour. The brand name, lower price and distributor's reputation completely have a significant impact on the sale of passengers' car.

However, the present study differs from the above, in that, the buyer behaviour in Namakkal in Tamil Nadu is sought to be analyzed here. The scope and the area of the study are unique in nature.

Consumer perception and behaviour: A study with special reference to car owners in Namakkal district.

<http://www.skirec.com/images/download/apirbm/APJRBM-DEC-10/3.pdf>

Determining the Key Factors Shaping Dealers' Perception

The research is aimed to measure the factors influencing dealers' perception regarding the mobile operators brand image in Bangladesh, their significance level and relative importance. The selected factors are – commission, convenience, promotion, after-sale service, consumer demand and earned profit; identified based on exploratory analysis. A descriptive research was designed to analyse the collected survey data through multiple regression analysis and discriminated analysis. Through the study six separate models have been developed for mobile operators that can be used to measure their brand image. Based on the findings, some recommendations are made to aid the decision making of the mobile operators for managing their brand image in dealers mind; which will definitely leave a positive impact to motivate the dealers to bring success for the entire industry. Moreover this study can be used as a reference for future studies to understand the perceptions and opinions of the other channel members and dealers as well.

Determining the Key Factors Shaping Dealers' Perception towards Telecom Operators' Brand Image- An Empirical Analysis

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Azlina Samsudin and Kamaruzamam Jusoff (2011)². The customers are interested in quality of products and the restaurant should display or make information available. The McDonald's labels influenced people to buy the product rather than any other reasons. The customer's are also unaware of the position of the McDonald's present state. In addition the study has focused much to study whether the information provided may influence the customer's to buy the product.

Matt fisher (2009)³. Customer perception is a key tool in understanding and improving the customer experience in buying the product. The paper broadly focuses on communications. Flexibility i.e. to customer needs, satisfaction, delivery, technical support, after sales service, quality of the product accessibility of staff.

Stella Joki, Vildana Alibai, Ibrahim Muju, Dusan Rudi, Melisa Bajramovi, Huska Juki(2007)⁴. The market has been flooded with various products whose quality and origins can often question. This examines the factors that affect consumer's attitudes and consumer decision in choosing a product. Two broad categories fit into the study i.e product range and choice of products being supplied to the customer's and service provided for the products.

² Azlina Samsudin and Kamaruzamam Jusoff (2011), Customer's Perception towards McDonald's Icon – based nutritional labels", World Applied Journal 12 (special issue on service sector transforms the economy)

³ Matt Fisher(2009), "Customer Perception Benchmark Report", EFQM publications.

⁴ Vildana Alibabi, Stela Joki, Ibrahim Muji, Dusan Rudi, Melisa Bajramovi, Huska Juki (2007), "Attitudes, behaviours and perception of consumer's from northwestern Bosnia and Herzegovina toward food products on the Market", Procedia social behavior and sciences 15 (2932 – 2937)

Christian Homburg and Bettina Rudolph (2003)¹. The study has focused on customer satisfaction with consumer goods. The seven dimensions used in this paper are salespeople, product related information, products, order handling, technical services, internal personnel, complaint handling. Index of consumer sentiment towards marketing has been used to determine the customer satisfaction. This suggests that industrial companies should also consider the 'soft' facts leading to customer satisfaction instead of almost exclusively focusing on product optimization.

Customer perception is the one of concept in marketing which involves in measuring the various other factors which shows how the customers are influenced to buy the product. This involves various determinants to be seen and analysis of those factors through collection of data from the customers.

¹ Christian Homburg, Bettina Rudolph (2001), "Customer satisfaction in industrial markets: dimensional and multiple role issues", Journal of Business Research 52 (2001) pg no.15 - 33.

CHAPTER - 3

3. RESEARCH METHODOLOGY

3.1 Type of research

This research work is used to investigate the factors which are affecting the buying decision of lubricant in authorized dealer shops. It has using both the secondary data and surveys respectively

3.2 Objectives of study

- To know about the brand which the dealers is dealing currently and which brand is selling more in their shops
- To find all the important parameters in selection and buying of MAK and competitors engine oil
- To find the supply and availability of MAK products in Coimbatore North region
- To analyse all the survey data and formulate recommendations based on it to increase the market share of MAK lubricants in Coimbatore North region

3.3 Data and source of data:

Primary data:

The data was gathered through questionnaire along with in-depth interview schedule.

Secondary data:

The source of secondary data was the articles on the engine oil mentioned on the internet.

3.4 Time period covered:

The total time period covered of the study was about 45 days.

3.5 population and sample size:

Sample size: The sample used for this research work was about 40 dealers. This sample was taken from all the major areas of Coimbatore North zone

3.6 Sampling techniques:

Sampling design: census

Sampling unit: The sampling unit is limited regular dealers of stanes company

3.7 Statistical tools used:

The statistical tools used in this research were

- Percentage analysis
- Weighted average

3.8 limitation of the study:

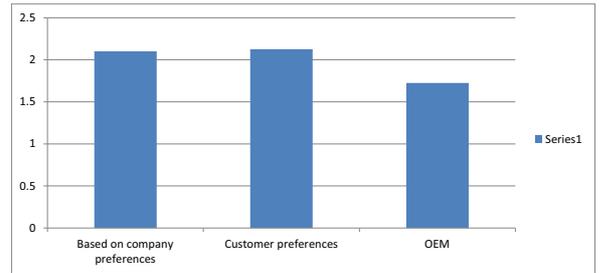
Since the dealers were busy the whole day in their work finding time to meet them was difficult.

CHAPTER - 4

4. ANALYSIS AND INTERPRETATION

4.1 Dealer preferences of buying brand

S.NO	Dealer preferences	MEAN
1	Company preferences	2.1
2	Customer preferences	2.125
3	OEM	1.725



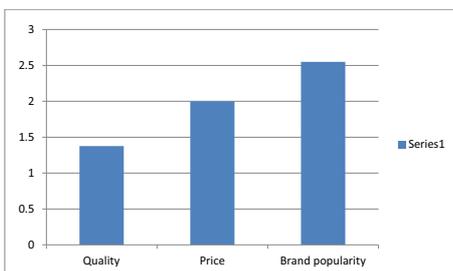
Interpretation:-

The lowest mean score gives a priority of rank from the above table the mean score for OEM is 1.725 so this could be the first rank for Dealers buying brands

The mean score for company preference is 2.1 so this could be second rank for dealers choosing brands The mean score for customer preferences is 2.125 so this could be third rank for dealers choosing brands

4.2 Customer preferences of buying brand

S.NO	Customer preferences	MEAN
1	Quality	1.375
2	Price	2.000
3	Brand popularity	2.55



Interpretation:-

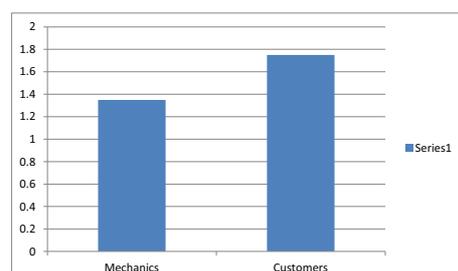
The lowest mean score gives a priority of rank from the above table the mean score for quality is 1.375 so this could be the first rank for customers buying brands in all dealers shops

The mean score for price is 2.000 so the customers are preferring Price as a second rank of choosing brands in all dealers shops

The mean score for Brand popularity is 2.55 so the Brand popularity could be third rank for customers choosing brands in all dealers' shops

4.3 Lubricant sale in dealer shops

S.NO	Buyers	Mean
1	mechanics	1.35
2	Customers	1.75



Interpretation:-

The lowest mean score gives a priority of rank from the above table the mean score for mechanics is 1.35 so this could be the first rank

The mean score for customers is 1.75 so the customers could be second rank.

4.4 Promotional activities between lubricant companies

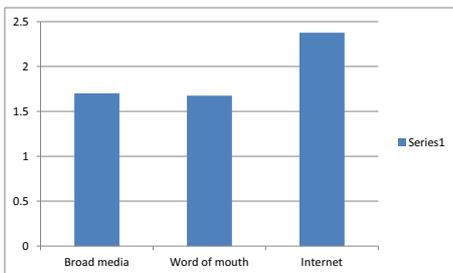
Promotional activities		Frequency	Percent
Valid	yes	30	75.0
	no	10	25.0
Total		40	100.0

Interpretation:

The above table shows that 75% of the respondents said that promotional activities are provided to support their sales and 25% of the respondents said that no promotional activities are provided to support their sales.

Inference:

Majority (75%) of the respondents said that promotional activities like gifts, incentives and offers are provided to support their sales.

**Interpretation:-**

The lowest mean score gives a priority of rank from the above table the mean score for Word of mouth is 1.675 so this could be the first rank for increasing sale of MAK lubricants in market

The mean score for broad media is 1.7 so this could be second rank for increasing sale of MAK lubricants in market

The mean score for Internet is 2.375 so this could be third rank for increasing sale of MAK lubricants in market.

4.7 Price of MAK lubricants compared to other brands

Compare other brands		Frequency	Percent
Valid	cheap	23	57.5
	affordable	13	32.5
	expensive	4	10.0
Total		40	100.0

4.5 Seasonal increase of lubricants

Seasonal increase		Frequency	Percent
Valid	Yes	34	85.0
	No	6	15.0
Total		40	100.0

Interpretation:

The above table shows that 85% respondents were agreed that there is a seasonal increase in sale of lubricant products in market and 15% respondents said there is no seasonal increase in sale of lubricant products.

Inference:

Majority (85%) respondents said that seasonal increase in sale of lubricant products in market.

4.6 Best channel promotions to increase the sale of MAK lubricants

S.NO	Channel promotions	Mean
1	Broad media	1.7
2	Word of mouth	1.675
3	Internet	2.375

Interpretation:

23 respondents agree that the Price of MAK lubricants is cheap compared to other brands. And 13 respondents agree that the price of MAK lubricants is affordable compared to other brands 4 respondents agreed that MAK brand is expensive compared to other brand.

Inference:

Majority (57.5%) respondents said that the price of MAK lubricants is cheap compared to other brands.

4.8 Supply of MAK lubricant in Coimbatore

Supply	Frequency	Percent
Valid highly satisfied	17	42.5
satisfied	18	45.0
Neutral	3	7.5
dissatisfied	2	5.0
Total	40	100.0

$$\text{Weighted Average } (\bar{x}_i) = \frac{\sum (x_n w_n)}{\sum w_n}$$

$$= \frac{1*17+2*18+3*3+4*2}{40} = 1.75$$

Interpretation:

The above table it is interpreted that the weighted average for supply of MAK lubricant in Coimbatore market is 1.75 approximately equal to 2.

Inference:

Majority of the respondents satisfied about the supply of MAK lubricants in Coimbatore

4.9 MAK Lubricants is easily and accessible

		Available	
Valid	Avilable	Frequen cy	Percent
	Yes	26	65.0
	No	14	35.0
	Total	40	100.0

Weighted Average (Σ_i) = $\Sigma (x_n w_n) / \Sigma w_n$

$$= 1*26+2*14/40 = 1.3$$

Interpretation:

The above table it is interpreted that the weighted average for MAK lubricant is easily available and accessible in Coimbatore market is 1.35.

Inference:

Majority of the respondents agreed that MAK lubricant is easily available in Coimbatore

4.10 The current market strategy of the MAK lubricant stable and strong

Market strategy	Frequency	Percent
strongly agree	17	42.5
agree	16	40.0
neutral	5	12.5
disagree	2	5.0
Total	40	100.0

4.11 Dealers preferences in buying MAK lubricant

Buying MAK lubricant	Frequency	Percent
Valid quality	18	45.0
price	15	37.5
brand image	5	12.5
customer relationship	2	5.0
Total	40	100.0

Interpretation:

The above table shows that 45% respondents were agreed that quality is the major part of them for buying MAK lubricant products and 37.5% respondents were agreed the price is comparably to quality. 12.5% respondents were agreed that brand image and 5% respondents were agreed the customer relationship.

Inference:

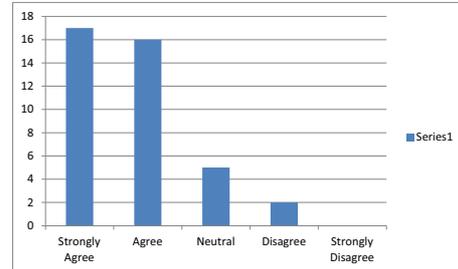
Majority (45%) respondents said that the quality is the major part of them for buying MAK lubricants product.

Interpretation:

The above table majority of the respondents agreed that the current market strategy of the MAK lubricant is very stable and strong is 42.5%. The least score is the strongly disagree.

Inference:

Majority of the respondents agreed that the current market strategy of the MAK lubricants is very stable strong.



CHAPTER - V

5. FINDINGS, SUGGESTIONS AND CONCLUSIONS:

5.1 FINDINGS:

- Majority of the dealers buying this brand mainly for its OEM rather than a company's preferences and customer's preferences.
- Customers preferred MAK for its quality rather than the price or brand name of the lubes in all dealers' shops.
- A MAK lubricant sales is highly to mechanics than customers.
- Nearly 75% respondents were agreed that there were promotional activities being conducted by lubricant companies.
- 85% respondents were agreed that there was a seasonal increase in the sale of lubricant products in market.
- Most of the respondents were suggested that the best channel promotions to increase the sale of MAK lubes were Word of Mouth.
- Most of the respondents were suggested that price of MAK lubricants was cheaper than other brands. And only few respondents were suggested as expensive.
- Majority of the respondents were agreed that MAK lubricant was easily available in Coimbatore. And they were satisfied about the supply of MAK lubricants in North Coimbatore.
- Nearly 45% of the respondents said that the quality is the major part of them for buying MAK lubricants product.

➤ 5.2 SUGGESTION:

- Schemes are highly preferred if they are given in "Cash-back". Free Gifts, etc, are preferred
- To give the products to dealers as credit terms, discount values, and leave the restrictions for quantity terms
- Most of the dealers required more no of advertisements of this brand and they need more no of attractive offers to sell the lubricants
- Most of the customers said try to tie up with heavy vehicle manufacturing sector for moving the product in heavy vehicle sector
- Mainly they should concentrate on OEM.

5.3 CONCLUSION:

- To increase its market share, in the case of company having more than one OEM they can be made to switch MAK brand by offering price lower than the competitor, offering gifts and incentives
- Quality is also a major factor during selection and buying of MAK lubricants, it should be continuously improved and its grades also must be improved depending on the technology growth, as the technology in the automobile sector is continuously changing, so its quality and grades should improved dynamically according to the technology
- The company should offer schemes to the customers coming to authorised dealer shops using MAK lubricant in order to increase the consumption of lubricant at authorised dealer shops

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APPENDIX

A STUDY OF DEALERS PERCEPTION ON MAK LUBRICANTS IN COIMBATORE

REGION

Authorized dealers name:

Address:

Respondent name:

Designation:

Categories of your shop:

- 2 wheelers
- 3 wheelers
- LCV
- Heavy vehicle motors
- All the above

Questionnaire:

1. How long you are involved in this lubes business?

- a. > 20 years
- b. 20 – 15 years
- c. 15 – 10 years
- d. 10 – 5 years
- e. < 5 years

7. Is there any promotional activity like gifts/incentives/offers provided by any lubricant company to support your sales?

- a. Yes
- b. No

8. What would your average sales for a month in terms of litres?

9. Is there any seasonal increase/decrease of lubricant sales?

- a. Yes
- b. No

10. If so, in which month the consumption of the lubricants will be more/less?

If more, mention the days/month _____

If less, mention the days/month _____

11. Do the company /distributor allow any credit terms for lubricant sales.

- a. Yes (If yes, mention the days/month) _____
- b. No (If no, mention the days/month) _____

12. Rank the best channel that you would for any promotions to increase the sale of MAK lubes.

- 1. Broad Media (Newspapers, Radio, TV) ()
- 2. Word of mouth ()
- 3. Internet ()
- 4. Others please specify _____ ()

13. Price of MAK lubricants when compare to other brands

- a. Cheap
- b. Affordable
- c. Expensive
- d. Very expensive

2. Name the lubricants brands you dealing with?

3. List out best selling lubricants? Mention the rank order in terms of sales?

- 1. _____ 6. _____
- 2. _____ 7. _____
- 3. _____ 8. _____
- 4. _____ 9. _____
- 5. _____ 10. _____

4. Rank your preferences in buying a lubricants brand?

- 1. Based on company preferences ()
- 2. Customer preferences ()
- 3. Original Equipment Manufacturers (OEM) recommendation ()
- 4. Popularity in your area ()
- 5. Based on profit margin ()
- 6. Others please specify _____ ()

5. Rank customer preferences in buying a lubricants brand?

- 1. Quality () 5. Packaging ()
- 2. Price () 6. Logistics ()
- 3. Brand popularity () 7. Availability ()
- 4. Profit margin () 8. Others _____ ()

6. Rank which of the below target group consumes the highest percentage of lubricant sales from your shop? In bracket to mention the percentage.

- 1. Mechanics / Workshops ()
- 2. Drivers / Transport / Travel corp. ()
- 3. Sub retailers ()
- 4. Others _____ ()

14. How about the supply of MAK lubricants in Coimbatore?

- a. Highly satisfied
- b. Satisfied
- c. Neither satisfied nor dissatisfied
- d. Dissatisfied
- e. Highly dissatisfied

15. Is MAK lubricant easily available and accessible?

- a. Yes
- b. No

16. Is the current market strategy of the MAK lubricant stable and strong?

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

17. What would be your preferences in buying MAK lubricant?

- a. Quality
- b. Price
- c. Brand image
- d. Customer relationship
- e. Others specify _____

18. Reasons for MAK's lubricant low market share among heavy vehicles sector

19. Do you expect any schemes/offer from MAK lubricant to increase the present market share

20. What would be your suggestion or recommendations for MAK lubricants in order to increase the present market share?

Date:

seal:

Phone:

(We sincerely thank you for spending your valuable time and sharing useful information with us)