



**A STUDY OF DEALERS PERCEPTION ON MAK LUBRICANTS IN COIMBATORE SOUTH
REGION**

by

RAJKAMAL.V
Reg. No. 1120400067

Under the guidance of

Prof. DR. MARY CHERIAN

Faculty of KCT Business School

A PROJECT REPORT

submitted

In partial fulfillment of the requirements

for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

Kumaraguru College of Technology
(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore - 641 047

SEPTEMBER 2012



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BONAFIDE CERTIFICATE

Certified that this project report titled, “**A STUDY OF DEALERS PERCEPTION ON MAK LUBRICANTS IN COIMBATORE SOUTH REGION**” is the bonafide work of **Mr. RAJKAMAL.V** (1120400067) 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.

Faculty Guide
Prof.Dr.Mary cherian,
Professor,
KCTBS

Director
Dr.Vijila Kennedy,
KCTBS.

Submitted for the project viva voice examination held on _____

Internal Examiner

External Examiner

DECLARATION

I affirm that the project work titled “**A STUDY OF DEALERS PERCEPTION ON MAK LUBRICANTS IN COIMBATORE SOUTH REGION**” being submitted 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.

Signature of the Candidate

RAJKAMAL.V

Reg No: 1120400067

I certify that the declaration made above by the candidate is true.

Signature of the Guide

Prof.Dr.Mary Cherian.

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman Arutchelvar Dr.N.Mahalingam and the Management of Kumaraguru College of Technology for their prime guidance.

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I thank Mr. K. Mathibalan General Manager Stanes Motors (south India) Limited and Mr. Haroon P. Ahamed Assistant Manager-Marketing Bharat petroleum Corporation Limited for their valuable guidance and motivation to complete my project successfully.

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SYNOPSIS

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 “Stanex 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 analyze 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.

CHAPTER-1

INTRODUCTION TO THE STUDY

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.

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 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.

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

Product Sample of MAK

Oils for Steel Mill Bearing

- MAK Film Bear Oil
- MAK Cane Crushing Oils NB 40
- MAK Engol J
- MAK Film bear EP
- MAK Film bear M

Oils for Turbine Bearings

- MAK Turbol Oil

Oils for General Bearing applications

- MAK Hydrol Oil
- MAK Cabol Oil

- MAK Univol Oil

Oils for Sugar Mill Cane Crushing Bearing

- MAK Cane Crushing Oil

Oils for Bearings in Locomotive axles & Steel Plants

- MAK Axle Oils

Bearing Greases

- MAK MP Grease
- MAK Lanthax EP Grease
- MAK Molygrease
- MAK Mol grease XTRA
- MAK Molex Grease
- MAK Lotex Grease A
- MAK Lotex Grease C
- MAK Graphite Grease Special
- MAK Cold Neck Grease

High Temperature Bearing Greases

- MAK Hitemp Grease
- MAK Hitemp XTRA Grease

1.2 ABOUT THE ORGANIZATION:

Amalgamations Group Of Companies

Stanesh 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 Stanesh Motors has a proud record of over 90 years of trusted and dependable service to the public.

Stanesh 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.

Stanesh Motors is a wholly owned subsidiary of T.Stanesh & Co. Ltd - T.Stanesh & 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.

Stanesh 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 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.

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.

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, Utragand, 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.)
- 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, They have to work on the various factors which are influencing 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 dealers shops.

1.4 SCOPE OF THE STUDY

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

CHAPTER - 2

2. REVIEW OF LITERATURE

Dagmar Recklies (July 2006) 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 (April 2007) stated that customer perception will change because of brand recognition. The company 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.

Andreas Herrmann, Lan Xia, Kent B. Monroe, Frank Huber (September 2009) 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(December 2009) stated that the project customer perception towards mobicool coolant oil, then he found the strengths and weakness

of the product compared to its competitors, analysed the position of mobicool 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

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 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.

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 midsize 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 area of study are unique in nature

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 discriminant 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.

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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 is a descriptive research study

3.2 Objectives of study

- To know the brand of engine oil which the dealers are 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 south region
- To analyse all the survey data and formulate recommendations based on it to increase the market share of MAK lubricants in Coimbatore south region

3.3 Data and source of data:

Primary data:

The data was being gathered through a survey based research approach with the help of questionnaire

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:

The sample used for this research work was about 40 dealers. This sample was taken from all the major areas of Coimbatore south region

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:

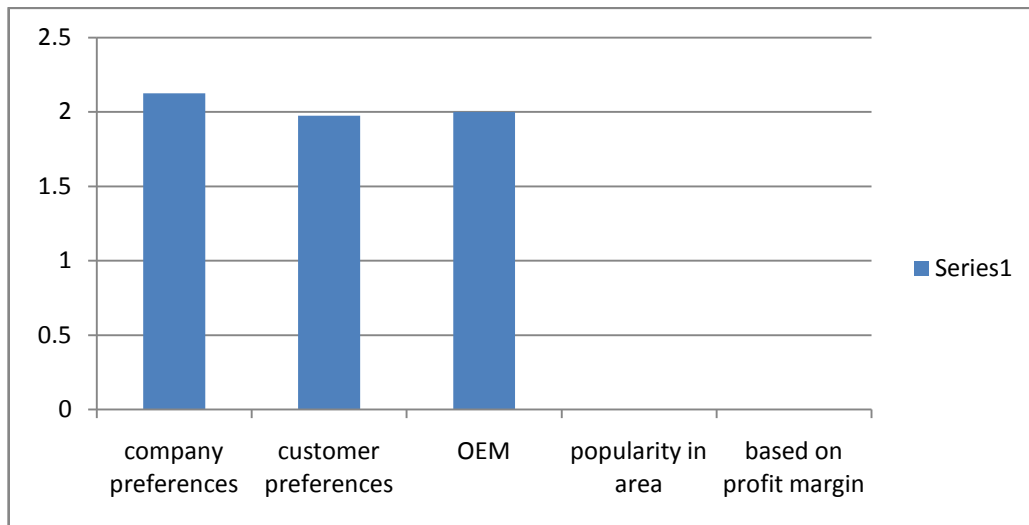
Since the dealers were busy the whole day in their work finding time to meet them was difficult.

CHAPTER – 4

4. Interpretation and Analysis

4.1 Dealers reasons for buying a particular brand

S.NO	REASONS	MEAN OF RANK
1	Company preferences	2.125
2	Customer preferences	1.975
3	Original equipment manufacturing	2.000
4	Popularity of the area	0
5	Based on profit margin	0



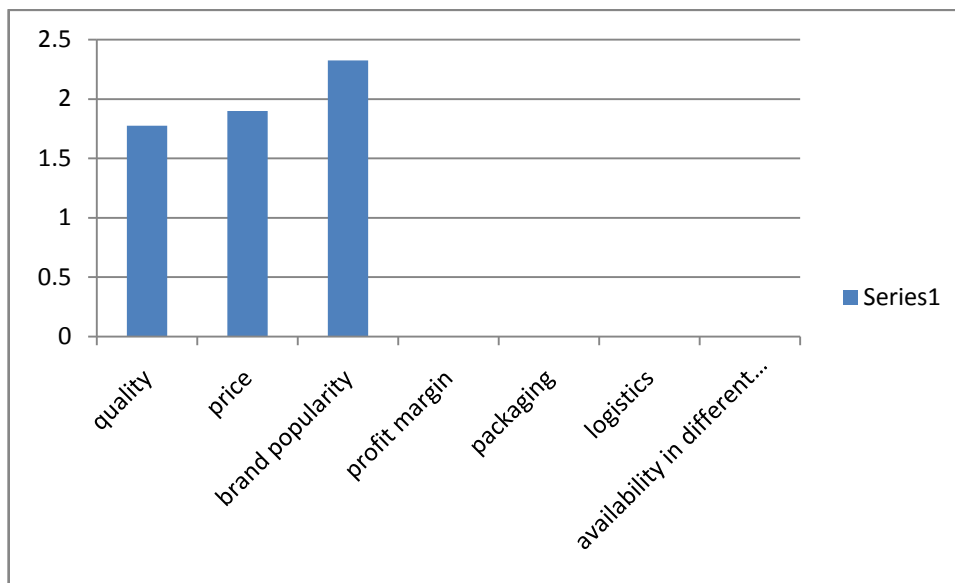
Interpretation:-

The lowest mean score gives a priority of rank from the above table the mean score for customer preferences is 1.975 so this could be the first rank for Dealers buying brands

The mean score for OEM is 2.000 so this could be second rank for dealers choosing brands The mean score for company preferences is 2.125 so this could be third rank for dealers choosing brands. Rest of the options were not ranked.

4.2 Customers reasons for buying a particular brand

S.NO	REASONS	MEAN OF RANK
1	Quality	1.775
2	Price	1.9
3	Brand popularity	2.325
4	Profit margin	0
5	Packaging	0
6	Logistics	0
7	Availability in different quantities	0



Interpretation:-

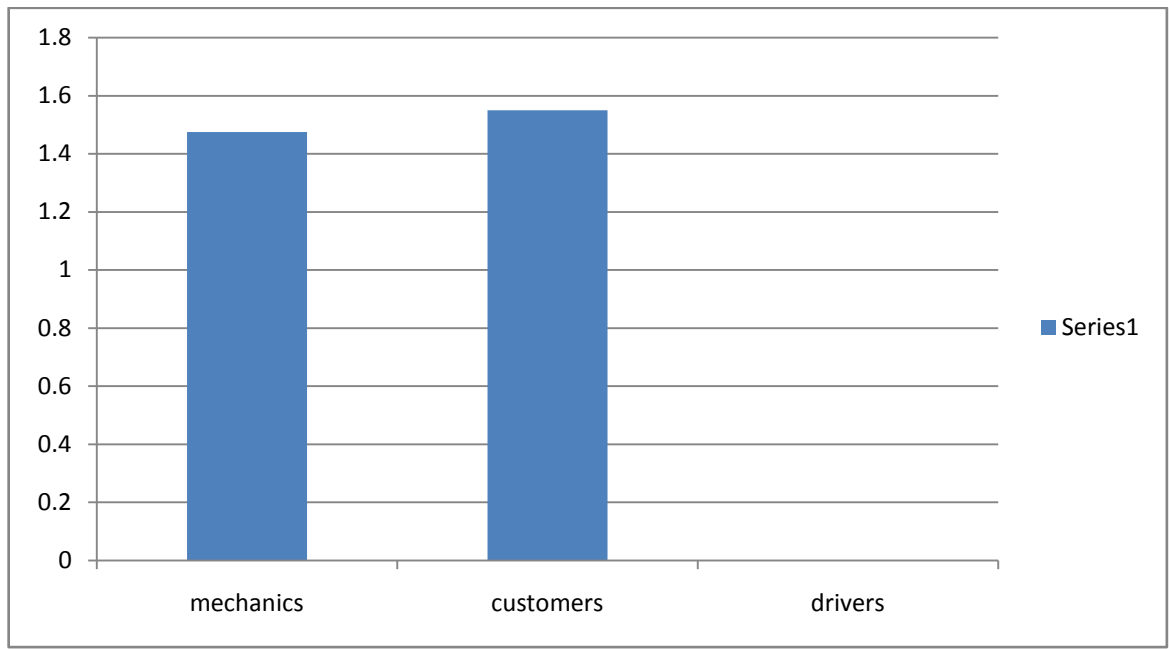
The lowest mean score gives a priority of rank from the above table the mean score for Quality is 1.775 so this could be the first rank for customers buying brands in all dealers shops

The mean score for price is 1.9 so the customers are preferring Price as a second rank of choosing brands in all dealers shops

The mean score for Brand popularity is 2.325 so the Brand popularity could be third rank for customers choosing brands in all dealers shops. Rest of the options were not ranked

4.3 Major customers in dealers shop

S.NO	REASONS	MEAN OF RANK
1	mechanics	1.475
2	Customers	1.55
3	Drivers	0



Interpretation

The lowest mean score gives a priority of rank from the above table the mean score for mechanics is 1.475 so this could be the first rank

The mean score for customers is 1.55 so the customers could be second rank.

4.4 Promotional activities among lubricant companies

Opinion	No of Respondents	Percent
yes	33	82.5
no	7	17.5
Total	40	100.0

From the above table shows that 82.5% respondents were agreed that there is a promotional activities among lubricant companies

4.5 Seasonal increase of lubricants sales in shop

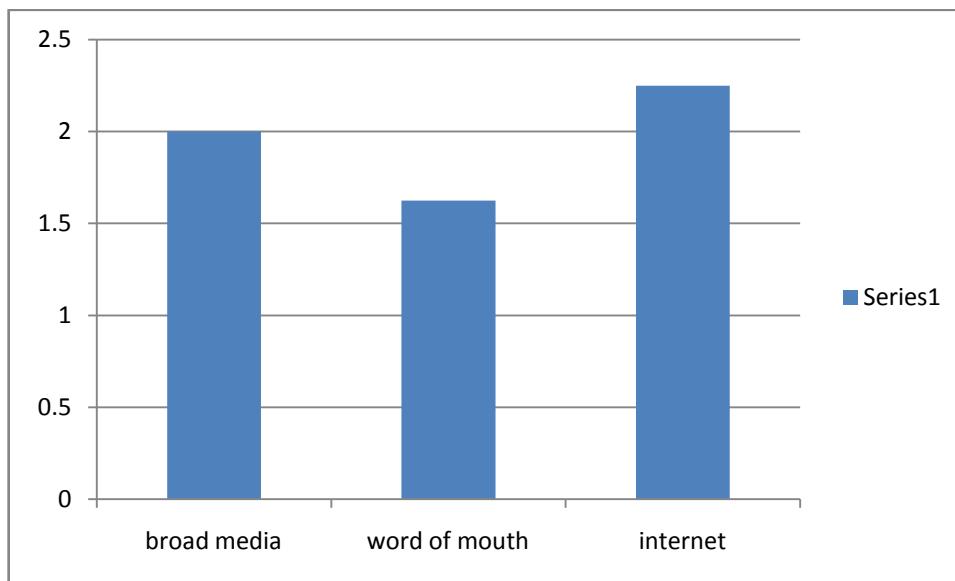
Opinion	Frequency	Percent
yes	30	75.0
no	10	25.0

Opinion	Frequency	Percent
yes	30	75.0
no	10	25.0
Total	40	100.0

From the above table shows that 75% respondents were agreed that there is a seasonal increase/decrease in sale of lubricant products in market

4.6 Best channel promotions to increase the sale of MAK lubes

S.NO	REASONS	MEAN OF RANK
1	Mass media	2.000
2	Word of mouth	1.625
3	Internet	2.25



Interpretation

The lowest mean score gives a priority of rank from the above table the mean score for Word of mouth is 1.625 so this could be the first rank for increasing sale of MAK lubricants in market

The mean score for broad media is 2.000 so this could be second rank for increasing sale of MAK lubricants in market

The mean score for Internet is 2.25 so this could be third rank for increasing sale of MAK lubricants in market.

4.7 Price of MAK lubricants compared to other brands

Opinion	No of Respondents	Percent
Cheap	21	52.5
Affordable	19	47.5

Opinion	No of Respondents	Percent
Cheap	21	52.5
Affordable	19	47.5
Total	40	100.0

21 respondents agree that the Price of MAK lubricants is cheap compared to other brands. And 19 respondents agree that the price of MAK lubricants is affordable compared to other brands

4.8 The supply of MAK lubricant in Coimbatore market

Opinion	No of respondents	unit	Weighted average
highly satisfied	13	1	13

satisfied	19	2	38
neutral	5	3	15
dissatisfied	3	4	12
Total			1.95

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

$$= 1 \cdot 13 + 2 \cdot 19 + 3 \cdot 5 + 4 \cdot 3 / 40 = 1.95$$

From the above table it is interpreted that the weighted average for supply of MAK lubricant in Coimbatore market is 1.95 approximately equal to 2. majority of the respondents satisfied about the supply of MAK lubricants in Coimbatore

4.9 MAK lubricant is easily available and accessible

Opinion	No of respondents	Units	Weighted average
yes	28	1	28
no	12	2	24
Total	40		1.3

$$\text{Weighted Average } (\Sigma_i) = \Sigma (x_n w_n) / \Sigma w_n$$

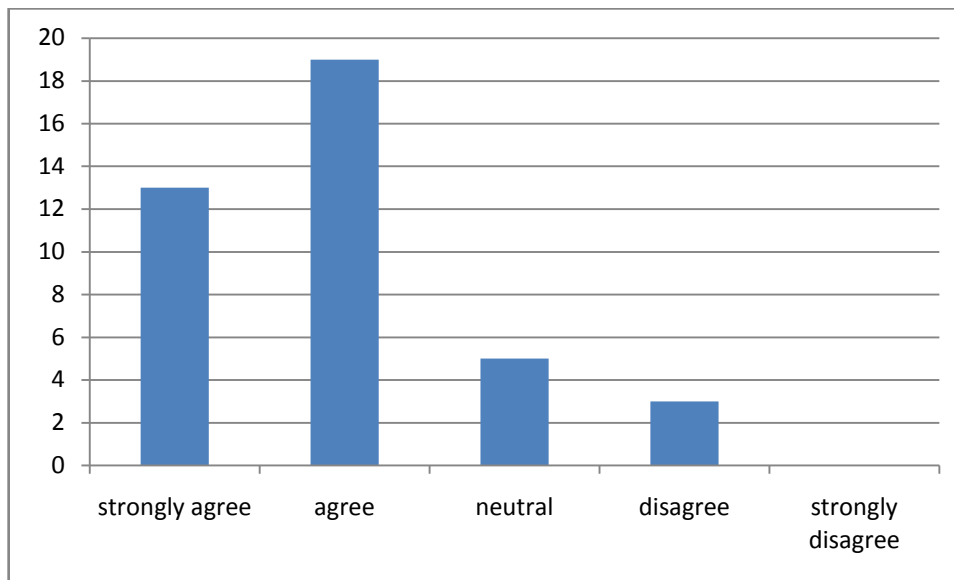
$$= 1*28 + 2*12 / 40 = 1.3$$

From the above table it is interpreted that the weighted average for MAK lubricant is easily available and accessible in Coimbatore market is 1.3. Majority of the respondents agrees that MAK lubricant is easily available in Coimbatore

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

	Frequency	Percent	Valid Percent	Cumulative Percent
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strongly agree	13	32.5	32.5	32.5
agree	19	47.5	47.5	80.0
neutral	5	12.5	12.5	92.5
disagree	3	7.5	7.5	100.0
Total	40	100.0	100.0	



Interpretation

From the above table majority of the respondents agrees that the current market strategy of the MAK lubricant is very stable and strong. the least score is the strongly disagree

4.11 Dealers preferences in buying MAK lubricant

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Quality	20	50.0	50.0	50.0
Price	17	42.5	42.5	92.5
brand image	2	5.0	5.0	97.5
customer relationship	1	2.5	2.5	100.0
Total	40	100.0	100.0	

From the above table shows that 50% respondents were agreed that quality is the major part of them for buying MAK lubricant products

CHAPTER-5

5. Findings, Suggestions and Conclusions:

5.1 Findings:

- The price , quality, and brand image are highly ranked, which shows that all satisfies the users expectation
- If a lubricant company offers a scheme to customers at dealer shops shows a positive impact. It increases the number of customers buying lubricant products
- Customers don't know much about the lubes they simply go with their mechanics advice or with the company having maximum advertisements
- Availability is one of the main problems for using MAK. Generally, dealers do not keep MAK, because they might be getting good schemes from other brands. There is a general perception in the market that schemes given by MAK are normally applicable for very high volume customers
- BPCL's MAK is perceived as the moderate priced brands but a good quality brand available in market. In spite of this it has relatively lesser sales volume then actual potential. This is due to lack of awareness among customers. It can be attributed mainly to lesser advertisement from MAK
- A MAK lubricant sales is highly to customers than mechanics
- Nearly 82.5% respondents were agreed that there were promotional activities being conducted by lubricant companies
- Respondents were agreed that there was a seasonal increase in the sale of lubricant products in south Coimbatore

- Majority of the dealers buying this brand mainly for its customer preferences rather than a company preferences and OEM
- Most of the respondents were suggested that price of MAK lubricant 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 south Coimbatore and they were satisfied about the supply of MAK lubricants in south Coimbatore

5.2 Suggestion:

- Schemes are highly preferred if they are given in “Cash-back”. Free gifts, etc., are preferred.
- The higher contribution packaging and availability of different quantities may have better influence on sales than the existing one.
- The dealers satisfaction on brand image is low, if MAC increases the Brand image & value it will positively impact on sales.
- The relationship with the customer also has to be focused and to be concentrate to increase the effectiveness of sales.
- To give the products to dealers as credit terms, discount values, and leave the restrictions for quantity terms
- These schemes should be implemented in the months of rainy season

- Most of the dealers required more no of advertisements of this brand and they need more no of attractive offers to sell the lubricants
- Try to tie up with heavy vehicle manufacturing sector for moving the product in heavy vehicle sector

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

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 _____ ()

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

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)

