

The impact of genuine lube oil business essay

[Business](#)



**ASSIGN
BUSTER**

OnThe Impact of Genuine Lube Oil on the Engine performance ofFour Stroke
Motorbike

UNDER THE GUIDANCE OF
Prof. PANKAJ MOHAN PRASAD
(COMES) UPES

SUBMITTED BY
ANURAG AGRAWAL
R-430209010

BBA + MBA (O&G) SEM 8

Statement of Proposal:

Problem Statement:

Motorcycles have long been used as a widespread means of general transportation as well as for recreational use.

As with any vehicle equipped with an internal combustion engine, proper lubrication is essential to insure performance and longevity. It is important to point out that not all internal combustion engines are similarly designed or exposed to the same types of operation. These differences in design and operation place different demands on engine oils.

Also, in the competition there are several genuine lube brands present in the market creating confusion in consumer minds which particular engine oil they should prefer to buy in accordance to their functions.

Need for Research:

The purpose of this study is to deliver information regarding motorcycle applications, their lubrication needs and genuine lubricants available to the end user. It is intended to assist the end user in making an educated decision as to the lubricant most suitable for his or her motorcycle application.

It is necessary to study the pattern of consumer purchasing behavior based on their product awareness because with increase number of players in lube industry there are several genuine lube brands present and consumer will consume only those product that will meet their satisfaction.

Objectives: The Objectives of the study are:

To study the impact of genuine lube oil on engine performance.

To determine which genuine lube oil has more sales in Dehradun City as per the figures provided by lube dealers.

To provide minutiae of retail outlets, dealers carrying genuine lube oil in Dehradun City.(Address, Phone Number, Website)

Scope of Research:

In the long term, the overall outlook for the automotive genuine lubricants market is expected to be positive due to the growing Indian economy along with the increased purchasing power of consumers and increase in awareness about use of genuine lube oil. Increase in demand for four stroke motorcycles, tie ups with original equipment manufacturers, and implementation of new pollution norms are just some of the key drivers of the genuine engine oil segment. With more and more use of genuine lube oil

it will meet the required viscosity grade of an application in near future and make lube oil able to preserve a constant viscosity when exposed to changes in temperature. Hold its viscosity during use. Resist shearing forces and maintain its viscosity at elevated temperatures. Lessen general wear. Reduce gear wear. Keep engine cleanliness and control acid corrosion. Maintain engine cleanliness and control acid corrosion. Control rust corrosion.

Introduction:

Lubricating oil of different grades are most commonly used lubricating material because of its varied range of possible applications for the reason that of its several physical properties. The two basic categories of engine oil are mineral and synthetic. Mineral oils are prepared from usage of base oil obtained as unused portion of refined naturally occurring crude oil. Synthetic oils are industrial poly olefins, which are hydrocarbon-based polymers or ester oils.

Lubricants are further differentiated as Mono Grade and Multi Grade.

Mono Grade – Lubricant suitable only for summer are very well known as mono grade lubes and are not appropriate for usage in winters and for heavy vehicles like cranes etc. Multi Grade – These lubes are the recent invention and can be suitable for usage throughout the year, these types of lubricant are appropriate for heavy duty vehicles where breaks between the joints are huge.

Indian market

The Indian lubricant market is fifth largest in the world and endures to grow. It is also one of the fastest growing retail markets in India. Until 1993, it was a highly regulated market with a clear dominance of the public sector. Companies like Bharat Petroleum, Hindustan Petroleum and Indian Oil Corporation held more than 75 part of the market share. In recent years, with the influx of the increasing number of multinationals in the Indian market there is a growing presence of private companies. Companies like Elf Total-Fina, Gulf, Castrol and Shell Oil have made their existence felt in the market. It has been estimated that there is a presence of around 30 companies in lube market of India. All the oil companies are fighting to join their position in market. The monopoly of the public sector holdings no longer exist.

Application of Lubricant

Primary use of lubricant is to reduce the wear & tear of major moving parts of an accessory by reducing the friction between them. Even for few types of machinery lubes do act as coolant, rust preventers and avoid deposition of solid particles between closely fitted parts to escape working problem of the machine.

Functions of Lubricants

Keep moving parts apart
Reduce friction
Transfer heat
Carry away contaminants & debris
Transmit power
Protect against wear
Prevent corrosion
There are Six primary factors of Motorbike Engine Applications:-

Operational Speed

Compression Ratios

Horsepower/ Displacement Density

Variable Engine Cooling

Multiple Lubrication Functionality

Inactivity

It is understandable that motorcycle applications place a different set of requirements on lubricating oils. Motorcycle oils, therefore, must be framed to address this unique set of high stress conditions.

The Marketing Channels through which lube companies increase the sales of engine oils and make trust with consumer are as follows: The marketing channels for automotive lubricants in India consist of the following,

Petrol Stations

Wholesale Distributors

Lube Oil Shops

Auto Spare Shops

Authorized Service Stations

Garages

Rural & Agricultural dealers

Super Markets.

Till recently, the Indian consumers associated filling of lubricants to that of petrol & diesel in petrol stations. But with the tendencies of super market they tend to buy engine oil from there also. The emphasis happened to be on

<https://assignbuster.com/the-impact-of-genuine-lube-oil-business-essay/>

ensuring quality & customer accountability and restrict growing of spurious trade in bazaar through the marketing channels where some kind of control could be exercised by the company. Built-up of quality lubricants is guided by two important parameters i. e., resourcing of consistent premium quality base oils and incorporation of cost & performance effective additive technology which is privy to the oil company and is an effective tool to establish superiority over competitors. In this area R & D effort plays a significant role as it has to be end use specific, location specific, environment specific & at the same time cost effective, which help consumer to buy quality product that help company to have more brand loyal customers as they are producing a quality product.

Literature Review:

1. Title: YAMAHA LUBE CATALOG
Author: Yamaha Motor Corporation, U. S. A.
Year: 2010
This document contains many of the appreciated trademarks and service marks owned and used by Yamaha throughout the world. It also cover references to other company, brand, and product names that may be the trademarks/service marks of their respective owners. These company, brand, and product names are used here for identification purposes only, and references to any names, marks, products or services of third parties do not establish or suggest endorsement, sponsorship or recommendation of the third party or the products or services.
2. Title: A study of Motorcycles oil.
Author: AMSOIL Power Sports Group
Year: March 2006
Objective: The intent of this document is to provide scientific data on the performance of motorcycle oils and information on their intended applications. It also attempts to discharge several rumors or mistruths common to motorcycle oils. In doing

so, it will assist the reader in making an informed decision when selecting a motorcycle oil.

•

METHOD: The testing used to evaluate the lubricants was done in accordance with American Society for Testing and Materials procedures. Test methodology has been specified for all data points, allowing for duplication and verification by any analytical laboratory capable of conducting the ASTM tests. Conclusion: The results advise a relationship between the cost of oil and its level of performance. Generally, higher priced oils tend to perform better, although price alone is not a guarantee of performance. Price must be put into perspective. The cost of oil compared to the cost of a motorcycle is minimal. If the performance of oil can support an extended oil change break, that cost is reduced. The buyer must consider the performance and benefits offered by oil and how those benefits affect their motorcycle investment to determine the oil's value. In conclusion, maximum performance and cost effectiveness are obtained when one looks beyond marketing claims and selects a product based on the data that supports it. 3.

Title: Lubricant Handbook Author: UFA (Authorized distributor of Chevron lubricants.) Year: 2008 UFA's Lube Handbook is a guide to oils, lubricants and other automotive products available at their 110 Petroleum place and 35 Farms and Ranch supply stocks. It provides brief and concise information on the technical properties and typical uses of UFA's lubricants, fuels and specific products. 4. Title: Effects of Brand Preference, Product Attributes, and Marketing Mix Variables in Technology Product Markets. Author: S. Sriram Year: First Version: June 2004 Revised: September 2005 Objective: The

proposed model accounts for the effects of brand preferences, model attributes and marketing mix variables on consumer choice. Research Methodology: Given our objectives of evaluating the effects of product attributes as well as capturing the dynamics in the brand preferences on consumer choice, our paper is related to three streams of research. The first stream pertains to studies that have modeled the effect of product attributes on consumer choice. The second stream studies the effect of a firm or a brand's product line on its demand. The third stream corresponds to those that model dynamic or time varying parameters. Conclusion: They find that intrinsic brand preferences have a much bigger effect on the performance of the brand than the inclusive value which reflects model level prices, product attributes, and the length of the brand's product line. Additionally, they find that some brands can increase their advertising expenditures and still increase their profitability.

5. Title: The Influence of Advertising on Consumer Brand Preference
Author: Adeolu B. Ayanwale
Year: 9-16 (2005)
Objective: The purpose of this study is to: (i) review the influence of advertising on consumer buying behaviors. (ii) Determine the influence of age on advertising. Research Methodology: The data used for this study were obtained from basically two sources: Primary and Secondary. However, the major data for the work were collected by means of structured questionnaire. Both descriptive and inferential statistics were used in analyzing the data collected. Conclusion: Brand preference does occur in the food drink industry. Many consumers do not buy whatever is available or affordable if a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality and value before the consumers.

Research Methodology:

Data Source:

The data used for this study were obtained from basically two sources:

Primary and secondary. However, the major data for the work were collected by means of two structured questionnaire (SHOPKEEPERS and CONSUMER) that will be present in dissertation report. Secondary data were obtained from internet, articles and websites.

Sampling size:

In total, I will take feedback from (10- 20) Lube dealer, shopkeepers and petrol pump who carry genuine lube oil. Based on their sales data it will provide me a clear and concise image of the genuine lube holding a dominant position in the market of Dehradun City. Also, I will take feedback from 200 people who are currently owning a motorbike. The questionnaire will have open ended questions related to rank the branded lube oil products that the individuals are aware of. Will have close ended questions to know the level of awareness among them according to their ranking and their foremost brand of engine oil they would like to use in their vehicles. And in service stations which particular branded engine oil they prefer to use.

Research Type:

The research method used is DESCRIPTIVE RESEARCH. Descriptive research includes surveys and fact finding enquires of different kinds. With the help of questionnaire. Describes characteristics of a population or a phenomenon. Some understanding of the nature of the problem. Aware of problem. (" What features do buyers prefer in our product?")(" What kind of people is buying

our product."?)Qualitative Research:-In my research I need comparison between several human beings and their buying behavior. So this based on all qualitative data. In short, Qualitative research is especially important in the behavioral sciences where the aim is to discover the underline motives of human behavior. Through such research we can analyses various factors which motivate to people to behave in a particular manner or which make people like or dislike buying a particular lubricants.