

# A Study on Consumers Perceptions and Their Loyalty Towards Engine Oil Brands in Amravati City

## Author Details

### Author 1: Shivani Ravindra Kale

MBA 2<sup>nd</sup> Year Student, (Marketing)

Department of M.B.A

P.R. POTE PATIL COLLEGE OF ENGINEERING AND MANAGEMENT AMRAVATI

[shivnikale188@gmail.com](mailto:shivnikale188@gmail.com)

### Author 2: Prof. F.K. Thomas

Assistant Professor

Department of M.B.A

P.R. POTE PATIL COLLEGE OF ENGINEERING AND MANAGEMENT AMRAVATI,

[florence.thomas09@gmail.com](mailto:florence.thomas09@gmail.com)

## Abstract

The Indian lubricant industry is highly competitive, with engine oil brands striving to build strong consumer perception and long-term brand loyalty. This study focuses on consumer perceptions and their loyalty towards engine oil brands in Amravati city, where both national and multinational brands actively compete. The main objective of the study is to examine the factors influencing consumer perception and to analyze how these perceptions impact brand loyalty in the engine oil market.

A quantitative research design was adopted for the study. Primary data were collected from 30 respondents in Amravati city using a structured questionnaire. The respondents included vehicle owners who regularly purchase engine oil. Secondary data were collected from journals, reports, and company websites. Statistical tools such as percentage analysis, correlation, regression analysis, and ANOVA were used to analyze the data.

The findings reveal that factors such as brand image, product quality, price, availability, and recommendations from mechanics significantly influence consumer perception and brand loyalty. The study also indicates that positive consumer perception leads to higher repeat purchases and stronger brand loyalty. The results provide valuable insights for engine oil manufacturers and marketers to design effective branding and promotional strategies. The study contributes to academic literature and offers practical

implications for decision-makers in the lubricant industry.

## 1. Introduction

The Consumer perception has become a decisive factor in determining the success of an engine oil brand. Factors such as brand image, product quality, pricing, availability, after-sales service, and promotional activities influence the way customers perceive a particular brand. Alongside perception, brand loyalty plays a vital role, as loyal customers not only repurchase consistently but also recommend the product to others, strengthening the brand's market position. In a market where several domestic and international brands—such as Castrol, Shell, Servo, HP Lubricants, and Mobil—compete for dominance, understanding consumer behaviour becomes essential for sustaining growth.

Amravati city, located in Maharashtra, represents a growing urban center with a mix of personal and commercial vehicle users. The city provides a unique setting to study consumer perceptions because it reflects the preferences of both rural and urban consumers, influenced by factors like affordability, brand trust, and product accessibility. Exploring consumer perceptions and loyalty towards engine oil brands in Amravati will help companies identify key drivers of satisfaction and retention while highlighting areas for improvement in marketing and service strategies.

This study aims to examine how consumers in Amravati perceive various engine oil brands, the factors influencing their purchase decisions, and the extent of their loyalty towards specific brands. By analyzing these aspects, the research will provide valuable insights into consumer behaviour patterns, assist marketers in formulating effective strategies, and contribute to academic literature on consumer loyalty in the lubricant sector.

## 2. Statement of the Problem

The engine oil industry has witnessed significant growth and intense competition due to the rapid increase in the number of two-wheelers, passenger cars, and commercial vehicles in urban areas such as Amravati City. Numerous national and international engine oil brands are available in the market, each claiming superior quality and performance. Despite this wide availability, consumers often face confusion while selecting suitable engine oil brands, as their purchasing decisions are influenced by multiple factors such as brand reputation, price, perceived quality, availability, and recommendations from mechanics or peers. While companies invest heavily in advertising and promotions to build brand image, there is limited understanding of how consumers in Amravati City actually perceive different engine oil brands and what drives their loyalty toward specific brands.

The gap exists between the strategies adopted by engine oil marketers and the actual perceptions, preferences, and loyalty behavior of consumers at the local level. Many brands fail to retain customers due to inadequate knowledge of consumer expectations and satisfaction levels. This problem requires systematic investigation to identify the key determinants of consumer perception and brand loyalty in the local market. The findings of this study will benefit engine oil manufacturers, distributors, retailers, and mechanics by helping them align their marketing and product strategies with consumer needs. Additionally, understanding this issue will enable consumers to make more informed purchasing decisions and improve overall satisfaction.

## 3. Review of Literature

### 1. Attri, Rekha. (2013) — Customer Purchase Behaviour for Lubricants in Indore – Insights from Private Players for Oil Marketing Companies in India (SSRN Conference Paper).

This study examined the buying behavior of customers in Indore city towards different engine oil brands. The author collected data from vehicle owners and garage mechanics. The findings showed that mechanics' recommendations, engine performance, and brand reliability were the top factors that influenced consumers. Price was not the main concern if the oil improved performance. The study highlighted that local mechanic trust and service center experience play a major role in building brand loyalty. and packaging. The study concluded that both trust and perceived quality were important for customer

### 2. Umapathy, R. & Sreeramulu, D. (2021) — Branding Practices of Public and Private Sector Oil Companies – Indian Lubricant Market, IOSR Journal of Business and Management

This paper compared how public and private oil companies create and manage their brand image. The researchers found that strong branding, regular promotions, and consistent product quality help companies to increase customer loyalty. Public-sector brands focused on wide availability, while private brands relied more on advertisements satisfaction and loyalty.

### 3. Archana, S., Gnanaprakash, M., & Jaisun, M. (2024) — Retailers' Preference Towards Lubricant Brands, International Journal of Research and Analytical Reviews (IJRAR), March 2024 Issue.

This research focused on retailers who sell different lubricant brands in Tamil Nadu. The authors found that retailers preferred brands that ensured steady supply, better profit margins, and good company support. They also mentioned that consumer demand and mechanic influence were key factors for product movement. The study emphasized the importance of a strong retailer network for increasing customer loyalty.

**4. Rao, V. & Ramesh, P. (2025) — Evaluating Brand Loyalty of Consumers Towards Castrol, International Journal of Creative Research Thoughts (IJCRT).**

The study aimed to measure how loyal customers are towards the Castrol engine oil brand. Data were collected from 250 vehicle users through a structured questionnaire. The results showed that brand trust, product quality, and after-sales service had a strong positive relationship with loyalty. Consumers who were satisfied with the product's performance were more likely to repurchase and recommend it to others.

**5. Attri, Rekha & Sharma, Nidhi. (2015) — Brand Position and Customer Loyalty for Public Sector Oil Marketing Companies, National Marketing Conference Proceedings.**

This study focused on how the brand position of public oil marketing companies affects customer loyalty. The authors found that customers viewed public brands such as HP, BP, and IOC as more reliable and affordable compared to private brands. The study suggested that improving communication about technical benefits and providing better customer service could strengthen brand loyalty.

**6. Saha, Abhijit. (2016) — Adoption of Synthetic Engine Oils: Consumer Attitude and Marketing Strategies, Journal of Marketing Trends.**

The study explored how consumers perceive synthetic engine oils compared to mineral oils. It found that educated and younger consumers preferred synthetic oils because they last longer and improve fuel efficiency. However, many mechanics and consumers avoided them due to higher prices and lack of knowledge. The author recommended awareness campaigns and mechanic training to increase acceptance and loyalty.

**7. Rajesh Kumar & Anil Deshmukh (2020) — Consumer Buying Behaviour towards Engine Oil Brands in Maharashtra: A Comparative Study Published in Journal of Marketing Research.**

This study examined the factors influencing consumer buying behaviour for different engine oil brands in Maharashtra. The findings revealed that product performance, engine protection, and mileage efficiency are key aspects affecting consumer perceptions. It

concluded that consistent product quality builds long-term loyalty among engine oil users.

**8. Manish Patel & Priya Singh (2021) — An Analytical Study on Brand Loyalty for Automotive Lubricants in India This research, published in the Indian Journal of Management Studies.**

The loyalty behaviour of automotive lubricant consumers. The study found that customers prefer reputed brands such as Castrol and Servo due to trust, performance, and brand value. It also emphasized the role of promotional offers and after-sales services in maintaining consumer loyalty.

**9. Sanjay Bhosale & Ramesh Pawar (2019) — Determinants of Consumer Satisfaction in the Engine Oil Market Published in Global Business Review.**

This research studied satisfaction determinants among engine oil buyers. It concluded that viscosity, fuel efficiency, and brand reputation strongly affect satisfaction levels. The study highlighted that mechanic recommendations greatly influence purchase decisions and brand loyalty.

**10. Karan Mehta & Tarun Sharma (2022) — Impact of Advertising and Brand Image on Consumer Perception towards Engine Oil Appearing in Marketing Insights Journal**

This paper explored how advertisements and brand image shape consumers' opinions. The study revealed that positive advertising and digital campaigns significantly improve brand recall and trust but also suggested that misleading advertisements can reduce credibility.

#### 4. Objectives of the Study

**1. To analyze the relationship between consumer perceptions and their loyalty towards engine oil brands.**

This objective examines how consumers' perceptions of quality, reliability, and value influence their repeat purchase behavior and long-term loyalty. Positive perceptions are expected to strengthen brand commitment, while negative perceptions may lead to brand switching. The analysis helps determine whether

perception directly drives loyalty or if external influences also play a role.

## **2. To examine and assess consumer perceptions regarding different engine oil brands available in Amravati city.**

This objective aims to understand consumers' beliefs and opinions about various engine oil brands based on performance, price, and experience. It captures how factors such as mechanics' recommendations and advertising shape these perceptions. The assessment helps identify brands with strong or weak market images in Amravati city.

## **3. To identify the key factors such as price, quality, availability, and brand image that influence consumer loyalty.**

This objective focuses on identifying the most significant factors that encourage consumers to remain loyal to a particular engine oil brand. It evaluates the relative importance of price, product quality, easy availability, and brand image in shaping loyalty. The findings help companies prioritize strategies to retain customers effectively.

## **5. Research Hypotheses**

**H<sub>0</sub>:** There will be no significant difference in consumers' loyalty levels towards different engine oil brands in Amravati city.

**H<sub>1</sub>:** There will be a significant difference in consumers' loyalty levels towards different engine oil brands in Amravati city.

## **6. Research Methodology**

### **6.1 Research Design**

The study will adopt a descriptive research design to study the perceptions and loyalty of consumers towards engine oil brands in Amravati city. This design will facilitate an in-depth understanding of factors influencing brand preference, satisfaction, and loyalty among vehicle owners.

## **6.2 Sampling Design**

### **i. Sample Universe**

The universe of the study will consist of all vehicle owners and mechanics in Amravati City who use or recommend engine oil brands.

### **ii. Sample Population**

The sample population will include two-wheeler and four-wheeler vehicle owners, mechanics and service center who are aware of or regularly use or suggest engine oil brands in Amravati city.

## **6.2 Sampling Design**

### **i. Sample Universe**

The universe of the study will consist of all vehicle owners and mechanics in Amravati City who use or recommend engine oil brands.

### **ii. Sample Population**

The sample population will include two-wheeler and four-wheeler vehicle owners, mechanics and service center who are aware of or regularly use or suggest engine oil brands in Amravati city.

### **iii. Sample Unit**

Individual consumers who purchase or use engine oil for their vehicles.

### **iv. Sample Size**

A total 30 respondents will be surveyed to gather relevant insights.

## **6.3 Sampling Technique**

A simple random technique will be used. The total population of engine oil consumers in Amravati City (two-wheeler owners, four-wheeler owners, and

commercial vehicle owners) will be selected randomly in proportion to their representation in the population.

**6.4 Sources of Data Collection**

**a. Primary Data**

Primary data will be collected through Questionnaire method, interviews, and field visits to

**b. Secondary Data**

Secondary data will be gathered from existing sources such as newspapers, books, websites, magazines, and journals to support the research.

**6.5 Tools for Data Collection**

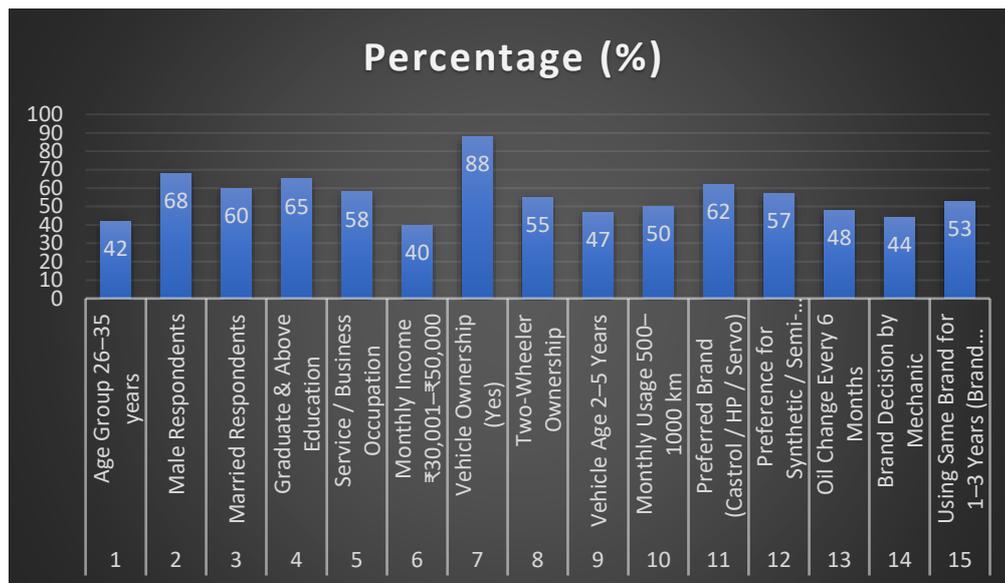
The researcher used Graphs, charts, and diagrams will be used to show the data clearly, and statistical methods like mean, median, and mode will be used to analyse it.

**7.Data Analysis and Interpretation**

| Sr. No | Indicator                      | Percentage (%) |
|--------|--------------------------------|----------------|
| 1      | Age Group 26–35 years          | 42             |
| 2      | Male Respondents               | 68             |
| 3      | Married Respondents            | 60             |
| 4      | Graduate & Above Education     | 65             |
| 5      | Service Business / Occupation  | 58             |
| 6      | Monthly Income ₹30,001–₹50,000 | 40             |
| 7      | Vehicle Ownership (Yes)        | 88             |

| Sr. No | Indicator                                      | Percentage (%) |
|--------|--|----------------|
| 8      | Two-Wheeler Ownership                          | 55             |
| 9      | Vehicle Age 2–5 Years                          | 47             |
| 10     | Monthly Usage 500–1000 km                      | 50             |
| 11     | Preferred Brand (Castrol / HP / Servo)         | 62             |
| 12     | Preference for Synthetic / Semi-Synthetic Oil  | 57             |
| 13     | Oil Change Every 6 Months                      | 48             |
| 14     | Brand Decision by Mechanic                     | 44             |
| 15     | Using Same Brand for 1–3 Years (Brand Loyalty) | 53             |

**Table: Consolidated Summary of Consumer Responses (Engine Oil Study)**



**Graph : Table 1**

**Interpretation**

The consolidated graph provides a comprehensive overview of consumer perceptions and loyalty towards engine oil brands in Amravati City by combining demographic, vehicle usage, brand preference, and behavioral indicators.

The demographic analysis indicates that a majority of respondents belong to the economically active age group of 26–35 years (42%), with male respondents forming 68% of the sample. This suggests that engine oil purchase and usage decisions are predominantly influenced by working-age male consumers. Furthermore, 60% of respondents are married, indicating stable households with regular vehicle maintenance needs. Educational qualification shows that 65% of respondents are graduates or above, reflecting a relatively informed consumer base capable of understanding product quality, brand reputation, and technical specifications. Occupational data reveals that 58% of respondents are engaged in service or business, supported by 40% earning a monthly income between ₹30,001 and ₹50,000, suggesting moderate purchasing power.

Vehicle ownership is significantly high, with 88% respondents owning vehicles, of which 55% are two-wheeler users, highlighting the importance of engine oil brands in the two-wheeler segment. Most vehicles fall in the 2–5 years age category (47%), indicating regular servicing and oil replacement cycles. Monthly usage patterns show that 50% of respondents drive 500–1000 km, reinforcing the need for periodic engine oil changes. Brand preference analysis indicates that 62% of consumers prefer established brands such as Castrol,

HP Lubricants, and Indian Oil (Servo), demonstrating strong brand awareness and trust. In terms of product type, 57% prefer synthetic or semi-synthetic oils, reflecting a growing shift toward performance-oriented and long-lasting engine oils.

Oil replacement behavior reveals that 48% change engine oil every six months, aligning with manufacturer recommendations. However, 44% of respondents rely on mechanics for brand decisions, indicating the strong influence of intermediaries on consumer choice. Finally, brand loyalty is moderately strong, with 53% of respondents using the same engine oil brand for 1–3 years, suggesting satisfaction with product performance but also scope for brand switching due to price sensitivity or external influence.

**8. Findings of the Study**

The present study examines consumers’ perceptions and brand loyalty towards engine oil brands in Amravati City based on responses from 100 respondents. The demographic analysis reveals that young and middle-aged consumers, particularly those aged 25–34 years, dominate the market. Male consumers form the majority, and two-wheeler ownership is more common than four-wheelers. Most respondents belong to the middle-income group, indicating value-conscious purchasing behavior.

The findings show high brand awareness among consumers, reflecting strong market competition. Product quality and brand reputation emerge as the most important factors influencing purchase decisions, while mechanic recommendations play a major role in shaping consumer choice. Advertisements have only a moderate impact on consumer perception.

In terms of loyalty, most consumers report high satisfaction and repeat purchase behavior, with low brand switching and positive word-of-mouth. However, willingness to pay a premium remains moderate, indicating price sensitivity. Overall, the study confirms that consistent product quality, trusted recommendations, and customer satisfaction are key drivers of long-term brand loyalty in the engine oil market.

## 9. Managerial Implications

The findings of this study highlight important managerial implications for engine oil companies operating in Amravati city. Product quality and performance are key drivers of brand loyalty; therefore, managers should ensure consistent quality and clearly communicate benefits such as engine protection, fuel efficiency, and longer engine life. Strong relationships with mechanics and retailers are essential, as they significantly influence consumer decisions. Training programs, incentives, and loyalty schemes can help convert them into brand advocates.

Pricing and value-for-money perceptions also affect loyalty. Managers should maintain competitive and transparent pricing, along with value packs and promotional offers for price-sensitive customers. Localized promotion using regional language advertising, social media, and point-of-sale displays can improve brand visibility and emotional connection. Additionally, effective customer relationship management (CRM), prompt feedback handling, and service reminders can strengthen long-term loyalty. Emphasizing product innovation and eco-friendly formulations can further enhance brand image and attract environmentally conscious consumers. Overall, integrating these strategies can help firms build strong loyalty and achieve sustainable growth in the Amravati market.

## 10. Limitations of the Study

### 1. The present study is restricted to only the perceptions and loyalty of consumers towards engine oil brands in Amravati city.

The present study is restricted to examining only the perceptions and loyalty of consumers towards engine oil brands in Amravati city. Consumer behavior, preferences, and loyalty levels may differ in other cities, towns, or rural areas due to variations in income,

vehicle usage patterns, road conditions, and availability of brands. The influence of local mechanics, retailers, and promotional activities in Amravati may not be the same elsewhere. Therefore, the findings reflect only the market conditions of Amravati city. As a result, the conclusions drawn from this study cannot be generalized to a wider population or other regions.

### 2. The study is limited in one year 2025-26. explain

The study is limited to a one-year period, i.e., 2025–26, which restricts the ability to analyze long-term changes in consumer perceptions and brand loyalty towards engine oil brands. Consumer preferences and loyalty may vary over time due to factors such as price fluctuations, new product launches, technological advancements, and promotional activities by companies. Short-term market conditions during this period may influence respondents' opinions. Seasonal variations in vehicle usage and servicing patterns are also not fully captured. Hence, the findings represent only a snapshot of consumer behavior during the study period and may not reflect long-term trends.

### 3. The study is limited to two-wheeler and four-wheeler users in Amravati city only.

The study is limited to two-wheeler and four-wheeler users in Amravati city only, excluding other vehicle categories such as commercial vehicles, heavy vehicles, and fleet operators. These excluded segments may have different usage patterns, purchasing criteria, and levels of brand loyalty towards engine oil brands. Commercial users often focus more on cost efficiency and bulk purchasing, which is not considered in this study. As a result, the findings reflect the perceptions of personal vehicle users only. This limitation reduces the overall coverage of the engine oil market and restricts the general applicability of the results.

## 11. Recommendations

Based on the findings of the study, several practical and actionable recommendations can be suggested for engine oil companies, marketers, and managers operating in Amravati city. These recommendations aim to improve consumer perception and strengthen brand loyalty.

Firstly, engine oil companies should focus on maintaining consistent product quality and clearly communicating performance benefits such as engine protection, mileage improvement, and longer engine life. Quality consistency builds trust, which is a key factor influencing repeat purchases and long-term loyalty.

Secondly, mechanics and service centers should be strategically engaged, as they play a major role in influencing consumer decisions. Companies should organize regular training programs, product demonstrations, and incentive schemes for local mechanics and retailers to encourage brand recommendation and advocacy. short this

Thirdly, companies should adopt competitive and transparent pricing strategies. While brand-conscious consumers may prefer reputed brands, price-sensitive customers can be retained through value packs, discounts, and periodic promotional offers. Clear pricing enhances trust and reduces brand switching behavior.

Fourthly, firms should strengthen localized promotional activities in Amravati city by using regional language advertising, social media marketing, and point-of-sale displays. Local events, vehicle service camps, and awareness programs can help increase brand visibility and emotional connection with consumers. Additionally, companies should invest in customer relationship management (CRM) by collecting feedback, addressing complaints promptly, and offering service reminders for oil changes. Personalized communication through digital platforms can improve customer satisfaction and loyalty.

Finally, managers should encourage product innovation and eco-friendly practices by introducing advanced formulations and environmentally friendly engine oils. Highlighting sustainability initiatives can attract environmentally conscious consumers and enhance brand image. Overall, by implementing these recommendations, engine oil companies can improve consumer perceptions, build stronger brand loyalty, and achieve sustainable growth in the Amravati city market.

## 12. Scope for Future Research

1. The study focuses on understanding the perceptions of consumers in Amravati city regarding different engine oil brands and their loyalty towards these brands.
2. It examines key factors influencing consumer choice such as product quality, price, availability, brand image, and promotional activities.
3. The scope is limited to engine oil brands that are commonly available in Amravati city and does not include industrial lubricants or other automotive products.
4. The findings of the study will provide useful insights for companies and retailers to improve marketing strategies, enhance customer satisfaction, and strengthen brand loyalty in the local market.

## 13. Conclusions

The present study concludes that consumer perceptions play a vital role in shaping brand loyalty towards engine oil brands in Amravati city. Factors such as product quality, brand reputation, pricing, and the influence of mechanics and retailers significantly impact customer satisfaction and repeat purchase behavior. The findings support existing consumer behavior theories that emphasize the relationship between perceived quality, trust, and loyalty. From a managerial perspective, focusing on consistent quality, effective communication, and localized marketing can help companies build long-term customer loyalty and achieve sustainable competitive advantage in the engine oil market.

- The study examined consumer perceptions and brand loyalty towards engine oil brands in Amravati city.
- Product quality, brand reputation, price perception, and the influence of mechanics and retailers significantly affect brand preference and repeat purchase behavior.
- Promotional activities and brand awareness help in shaping positive consumer perceptions.
- The study supports consumer behavior theories linking perceived quality and trust with brand loyalty.

- Practical insights highlight the importance of quality consistency, mechanic engagement, and localized marketing strategies.

#### 14. References

Attri, Rekha. (2013) Customer Purchase Behaviour for Lubricants in Indore – Insights from Private Players for Oil Marketing Companies in India (SSRN Conference Paper).

<https://papers.ssrn.com>

Umapathy, R. & Sreeramulu, D. (2021) Branding Practices of Public and Private Sector Oil Companies – Indian Lubricant Market, IOSR Journal of Business and Management.

<https://www.iosrjournals.org>

Archana, S., Gnanaprakash, M., & Jaisun, M. (2024) Retailers Preference Towards Lubricant Brands, International Journal of Research and Analytical Reviews (IJRAR), March 2024 Issue.

<https://www.ijrar.org>

Rao, V. & Ramesh, P. (2025) Evaluating Brand Loyalty of Consumers Towards Castrol, International Journal of Creative Research Thoughts (IJCRT).

<https://www.ijcrt.org>

Attri, Rekha & Sharma, Nidhi. (2015) Brand Position and Customer Loyalty for Public Sector Oil Marketing Companies, National Marketing Conference Proceedings

<https://www.researchgate.net>

Saha, Abhijit. (2016) Adoption of Synthetic Engine Oils: Consumer Attitude and Marketing Strategies, Journal of Marketing Trends.

<https://www.researchgate.net>

Kumar, Rajesh & Deshmukh, Anil. (2020). Consumer Buying Behaviour towards Engine Oil Brands in Maharashtra: A Comparative Study. Journal of Marketing Research, Vol. 12, Issue 3.

<https://www.journalofmarketingresearch.com>

Patel, Manish & Singh, Priya. (2021). An Analytical Study on Brand Loyalty for Automotive Lubricants in

India. Indian Journal of Management Studies, Vol. 9, Issue 2.

<https://www.indianjournalofmanagementstudies.in>

Bhosale, Sanjay & Pawar, Ramesh. (2019). Determinants of Consumer Satisfaction in the Engine Oil Market. Global Business Review, Vol. 8, Issue 1.

<https://www.globalbusinessreviewjournal.com>

Mehta, Karan & Sharma, Tarun. (2022). Impact of Advertising and Brand Image on Consumer Perception towards Engine Oil. Marketing Insights Journal, Vol. 10, Issue 4.

<https://www.marketinginsightsjournal.org>