

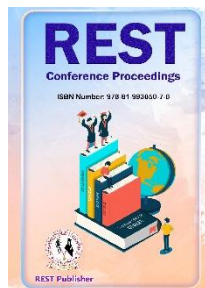


## REST Conference Proceedings

Vol: 1(2), 2025

REST Publisher; ISBN: 978-81-993050-7-6

Website: <https://restpublisher.com/book-series/rcp/>



# Study Of Consumer Behaviour While Purchasing Engine Oil for Two Wheelers and Their Satisfaction Perceptions

Ankush D. Lakade, M. D. Jadhav

SIPNA COET, Amravati, Maharashtra, India.

**Abstract:** This study aims to analyze consumer behaviour while purchasing engine oil for two-wheelers and to assess their satisfaction perceptions regarding the product. Engine oil plays a crucial role in the maintenance and performance of two-wheelers, making it a significant purchase for vehicle owners. The research investigates the key factors influencing buying decisions, such as brand preference, price sensitivity, oil type (synthetic vs. mineral), product availability, and recommendations from mechanics or peers. It also explores post-purchase satisfaction based on performance, mileage improvement, engine smoothness, and perceived value for money. A survey-based approach was used to collect data from two-wheeler users across different demographics. The findings provide insights into consumer priorities, satisfaction levels, and areas where brands can enhance customer loyalty and product satisfaction. This study will benefit marketers, manufacturers, and retailers in developing more customer-centric strategies for engine oil products.

**Keywords:** Consumer Behaviour, Engine Oil, Two-Wheelers, Purchase Decision, Customer Satisfaction, Brand Preference.

## 1. INTRODUCTION

In the automotive industry, engine oil plays a crucial role in ensuring the optimal performance and longevity of engines. As a vital component in vehicle maintenance, the consumer behavior associated with engine oil purchases presents a rich area for exploration. Understanding these consumer behaviours is essential for engine oil companies to tailor their marketing strategies, enhance product offerings, and ultimately, drive sales. The engine oil market is influenced by a variety of factors including product performance, brand reputation, price sensitivity, and consumer perceptions of quality and reliability. Consumers may prioritize different attributes such as engine protection, fuel efficiency, and environmental impact when selecting engine oil. Additionally, the rise of advanced automotive technologies and the increasing focus on sustainability are reshaping consumer expectations and preferences. This research aims to delve into the key drivers of consumer decision-making in the engine oil market. By examining factors such as brand loyalty, price elasticity, and the influence of product endorsements and reviews, this study seeks to provide valuable insights into how engine oil companies can better align their strategies with consumer needs and preferences. Furthermore, understanding these behavioural patterns can help companies navigate market trends and adapt to evolving consumer demands in an increasingly competitive landscape.

## 2. REVIEW OF LITERATURE

Dr. Debanjan Saha (2005), In his doctoral thesis, Dr. Saha conducted an extensive study on consumer behavior concerning synthetic lubricants for two-wheelers. The research delved into awareness levels, purchase involvement, and the impact of marketing channels on consumer decisions. It highlighted significant differences in consumer behavior between users of synthetic and conventional mineral oil-based lubricants. Dr. Ravish B P (2023), Dr. Ravish's research focused on the purchasing habits of young consumers regarding two-wheelers. While the primary focus was on vehicle purchase behavior, the study provided insights into factors influencing maintenance choices, including engine oil selection, emphasizing the role of brand image and fuel efficiency. Dr. Mani Arora & Dr. Anil Kumar (2018), Their study explored consumer awareness towards brand equity in the context of two-wheeler purchases. The research underscored the importance of brand perception in influencing consumer choices, which extends to associated products like engine oils. Dr. Meeravali Shaik, Dr. K. V. Ramesh, Dr. G. Vasu, & Dr. N. V. Raghubabu (2017), This team conducted a study on

product predilection in the motorcycle industry within the Prakasam District. Their findings highlighted the significance of product attributes and consumer preferences, providing valuable insights into factors that could influence engine oil selection.

### 3. PROBLEM DEFINITION

The research problem is related to the fact that growing demand for engine oils, there is limited understanding of how consumer preferences and brand awareness influence purchasing behavior. And hence, the research problem is: What factors influence consumer preferences and brand awareness in the engine oil market among vehicle owners, and how do these factors impact their purchase behavior? Understanding the factors influencing consumer behavior in the purchase of engine oil for two wheelers and their perceptions of satisfaction is critical for manufacturers and retailers to tailor their products and marketing strategies. Despite the growing two-wheeler market, there is limited insight into how consumers choose engine oil and what attributes contribute to their satisfaction. This research seeks to address the gap by exploring the decision-making process, brand preferences, product features, and post-purchase satisfaction levels among consumers

### 4. RESEARCH OBJECTIVE

- To study the factors influencing the consumer preference, brand awareness and purchase behaviour in engine oil market.
- To evaluate the effectiveness of different promotional strategies and their impact on consumer purchasing decision
- To measure consumer satisfaction with engine oil brands and identify factor influencing brand loyalty.
- To identify the factors influencing consumer decisions when purchasing engine oil for two-wheelers.
- To study the role of brand, price, quality, and availability in consumer purchase behaviours.

### 5. RESEARCH METHODOLOGY

A descriptive research design was applied to examine and highlight the key factors that influenced consumer buying behavior, with a specific focus on consumer preferences towards two-wheeler oil in Amravati City. The data required for the study were collected from respondents who owned two-wheelers in Amravati. Since the study was descriptive in nature, the questionnaire served as the main tool for collecting primary information. Secondary data, which are already existing and previously analyzed by others, were obtained from sources such as newspapers, journals, magazines, textbooks, and websites. For data analysis, statistical tools such as mean, mode, and median were used to interpret the results. The universe of the study consisted of all individuals owning two-wheelers in Amravati City, and the population comprised those same respondents. The sampling unit was defined as individuals with two-wheelers residing in Amravati, and the sample size included a total of 100 such respondents. To collect the data, the study employed a simple random sampling technique to ensure fair and unbiased representation.

### 6. DATA ANALYSIS AND INTERPRETATION

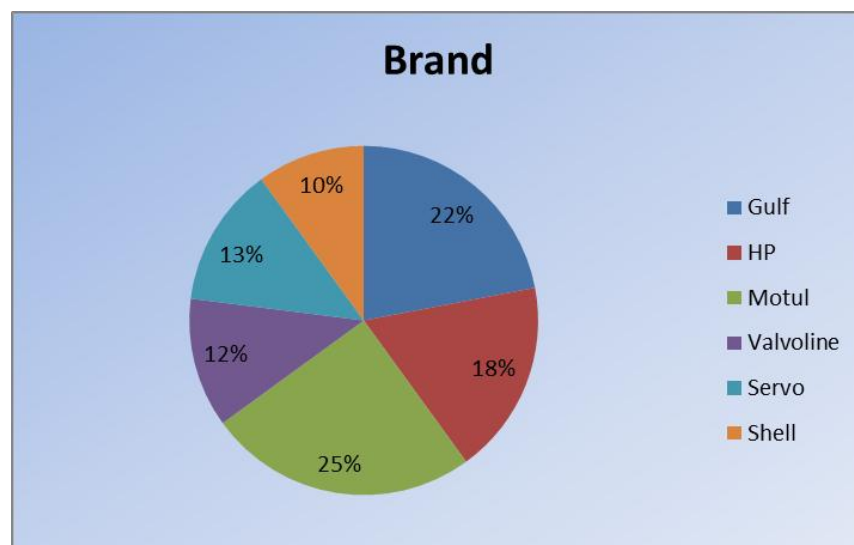
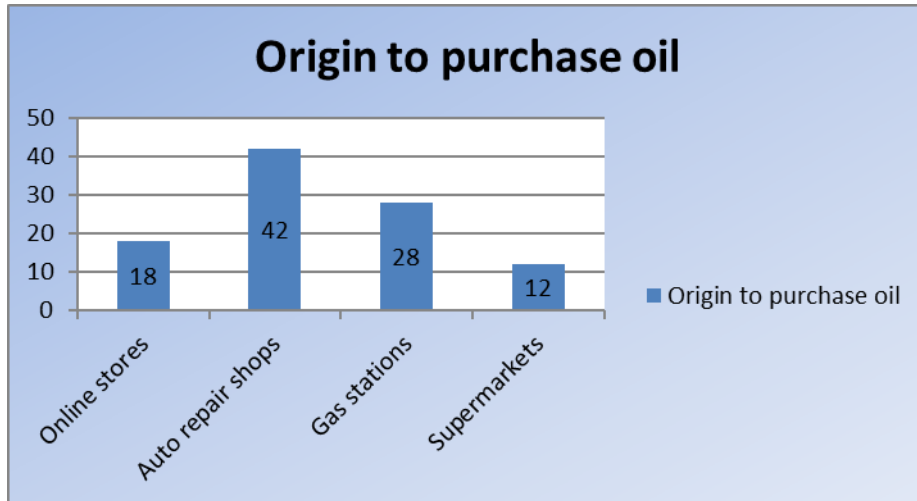


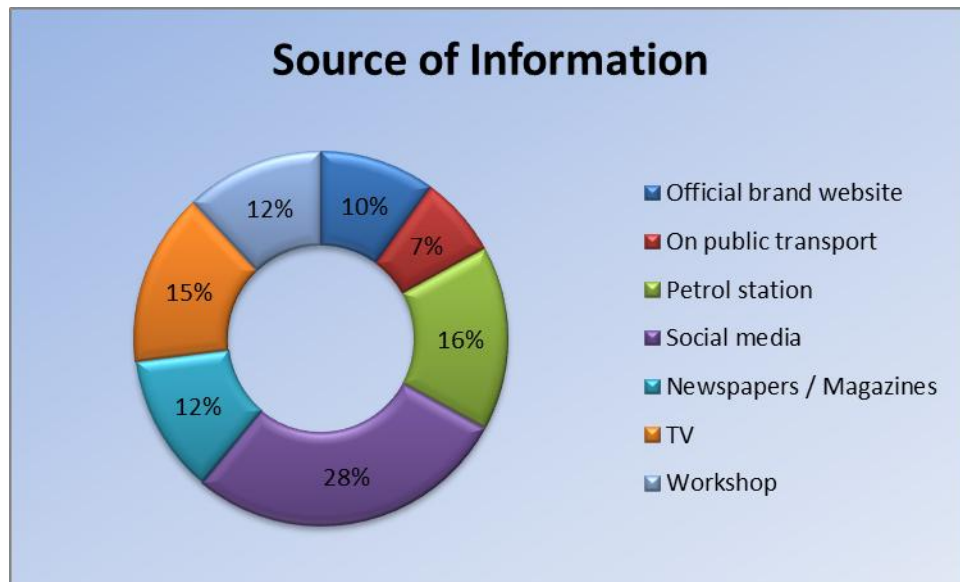
FIGURE 1. Graphical Representation of brand of engine oil respondents usually purchase

**Interpretation:** The above Graph shows the brand of engine oil usually purchased by respondents, where 25% prefer Motul, 22% prefer Gulf, 18% prefer HP, 13% prefer Servo, 12% prefer Valvoline, and 10% prefer Shell



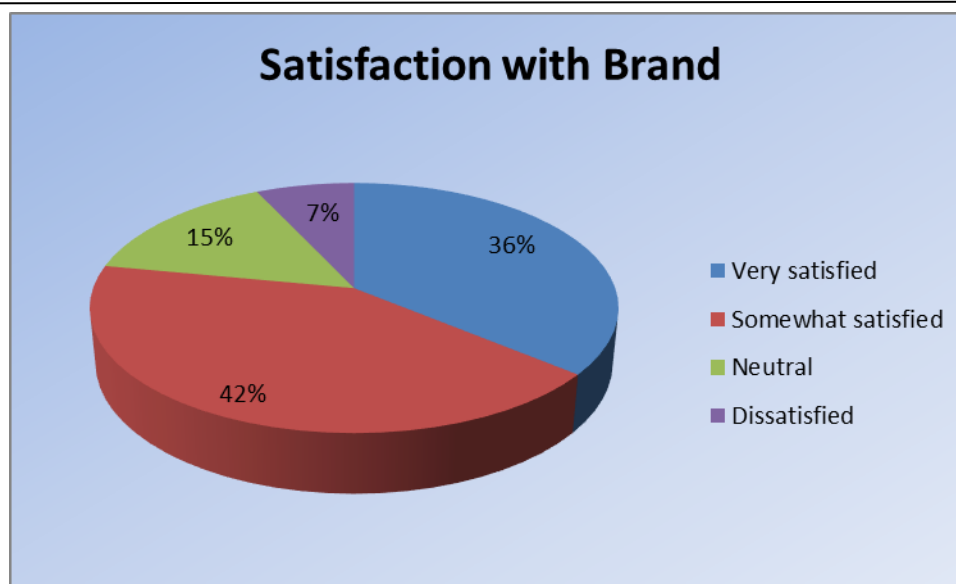
**FIGURE 2:** Graphical Representation of where do respondents usually purchase engine oil

**Interpretation:** The above Graph shows the origin of purchase for engine oil among respondents, where 42% usually purchase from auto repair shops, 28% from gas stations, 18% from online stores, and 12% from supermarkets



**FIGURE 3.** Graphical Representation of how important is social media in real estate sales today

**Interpretation:** The above Graph shows the sources from which respondents received information about engine oil brands, where 28% mentioned social media, 16% petrol stations, 15% TV, 12% each from newspapers/magazines and workshops, 10% from official brand websites, and 7% from public transport.



**FIGURE 4.** Graphical Representation of satisfaction with current engine oil brand

**Interpretation:** The above Graph shows the satisfaction level with the current engine oil brand among respondents, where 42% are somewhat satisfied, 36% are very satisfied, 15% are neutral, and 7% are dissatisfied.

### Findings

The analysis of the data revealed several key insights into consumer behavior regarding engine oil. A significant portion of respondents (25%) preferred Motul as their engine oil brand, followed by Gulf (22%) and HP (18%). In terms of purchasing habits, auto repair shops emerged as the most popular purchase location, with 42% of respondents sourcing their engine oil from these outlets. Gas stations (28%) and online stores (18%) followed as secondary purchasing points. When it came to information sources, social media stood out as the leading channel (28%), with respondents also obtaining information from petrol stations (16%) and television (15%). Satisfaction levels indicated that most consumers were satisfied with their current engine oil brand: 42% were somewhat satisfied, 36% were very satisfied, and only 7% reported being dissatisfied.

## 7. CONCLUSIONS

From the findings, it is evident that Motul and Gulf dominate consumer preferences, which suggests strong brand recognition and loyalty. The majority of consumers prefer purchasing engine oil from auto repair shops, indicating a tendency towards personalized service and convenience. Social media plays a crucial role in shaping consumer awareness, suggesting that digital marketing is an effective tool for reaching the target audience. The high levels of satisfaction (78%) with current engine oil brands indicate that consumers are largely content with their purchases, which could be attributed to brand quality and performance. These insights point to the importance of maintaining strong brand presence both online and offline, ensuring product availability in key purchase locations, and continuing to meet consumer expectations for quality and reliability.

## REFERENCES

- [1]. Saha, D. (2015). Impact of Marketing Channel and Promotion on Buying Behaviour of Two-Wheeler Motor Vehicle Users with Respect to Synthetic Lubricants. IU Jharkhand University.
- [2]. Ravish, B. P. (2023). Study of Consumer Buying Behaviour Towards Two-Wheeler in Reference to the Youth. International Journal of Food and Nutritional Sciences.
- [3]. Arora, M., & Kumar, A. (2018). Consumer Awareness Towards Brand Equity. Asian Journal of Management.
- [4]. Shaik, M., Ramesh, K. V., Vasu, G., & Raghubabu, N. V. (2017). Product Predilection on Motorcycle Industry in Prakasam District. Asian Journal of Management.
- [5]. V.K. Bhalla, "Management of Financial Services", Anmol Publications, 2008.