

Branding Practices of Public and Private Sector Oil Companies – Indian Lubricant Market

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Abstract

Growing preference for vehicles for personal movement and driving sales of automotive in India, paving the way to increasing demand for automotive lubricants. The Indian lubricant industry is highly related to the GDP as it contributes towards many different aspects of the economy. Currently, the biggest challenge that is being faced by the market players is ensuring that the customers are aware of the lubricants which is the light one and its applications. Lubricant uses are mainly focused on their performance. Hence due to the increase in demand and competition creating brand awareness becomes necessary among lubricant companies. In India, automotive lubricant companies started concentrating more on different brand-building activities to increase their market share.

This research has been motivated by the researcher on branding practices of lubricant oil companies aimed at developing of customer awareness, preference and promotion of innovative branding activities to support the customer to push them to new trials, improve their participation or experience, develop efficiency as well as an innovative solution for usage of lubricants and create eagerness within them to offer brand influence, instill trust and faith among consumers to retain and maintain a larger consumer base.

Keywords: Branding, brand awareness, brand loyalty, brand choice and purchase decision, Lubricant, Oil Companies

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I. Introduction:

“A Brand is a name, sign, symbol or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.”¹ The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. A brand is the combination of properties within and outside a product, which gives an identity to the generic product. It cannot be separated from the product.

“A Brand is the personification of a product, service, or even entire Company” (Robert Blanchard).

“A Brand should strive to own a word in the mind of the consumer” (Al Reis and Laura Reis). Products are made in the factory, but brands are created in the mind” (Walter Landor)².

By attracting both rational and emotional concerns, a strong brand provides consumers with multiple access points to the brand while reducing competitive vulnerability (Bhat and Reddy – 1998). Brand knowledge comprises of two components, brand awareness and brand image. Brand itself consists of two components, brand recognition and brand recall whilst brand image is the perception about a brand as reflected by brand associations held in consumer memory³ (Keller, 1993, 1998).

These branding attributes give the product a certain personality, certain voice, etc, position the product at some distinctive place in the consumers' mind, and give them an experience whenever they have a contact with the brand.

According to the Industry Analysts and Observers, this trend was in line with the global trends wherein petroleum companies tried to build a loyal customer base by branding its services and petroleum products. As petrol had traditionally not been seen as categories with much scope for product differentiation, branding of this product came as a welcome change. It was conscious and proactive effort of the Petroleum companies towards brand building and product differentiation.

¹ <https://www.economist.com/node/14126533>

² <https://www.brandingstrategyinsider.com/brand-differentiation>

II. Over view :

The Indian automotive lubricant market mounted at \$4.9 billion in 2017 and is also expected to reach \$10.3 billion by 2017 (Research and Markets 2019). Growing preference for vehicles for personal movement and driving sales of automotive in India, paving the way to increasing demand for automotive lubricants. The Indian lubricant industry is highly related to the GDP as it contributes towards many different aspects of the economy. Currently, the biggest challenge that is being faced by the market players is ensuring that the customers are aware of the lubricants which is the light one and its applications. Lubricant uses are mainly focused on their performance. Hence due to the increase in demand and competition creating brand awareness becomes necessary among lubricant companies. In India, automotive lubricant companies started concentrating more on different brand-building activities to increase their market share.

India occupies 5th position in the Global lubricant after the US, China, Russia, and Japan. Based on Madras Consulting Group (MCG). During recent years, consumer awareness on the usage of lubricants has improved foremost to improved demand for high-performance products. The domestic market for automotive lubricants is observing rigid competition between players leading to an overall change in perception of lubricants from a volume-driven market to a value-driven market. A key factor for India's lubricant market is the enhancing demand from the locomotive industry. The sales of first-hand motor vehicles have been on constant growth in India, mainly due to the growth for engine oils demand, and other lubricants applied in the automotive industry.

The Indian lubricant is projected to witness a CAGR of 4.64% during the forecast period 2018 – 2023. The key factors motivating the increasing development of the market due to the growing vehicular production along with the increasing industrial sector. Monetary, political, and governing forces are reforming the dynamic supply and demand of lubricants over the world, and chances to progress this business to develop. In specific, India has developed as a significant growth market as a basis of competitively priced lubricants. "Stronger growth in the Indian locomotive, power, and manufacturing sectors are generating innovative market openings for manufacture of lubricants" (Prafulla, Rahul, 2011)

III. Background:

Global Lubricant Market :

The global lubricant market volume was at 36 million tonnes and more or less stable till now. The lubricant demand across the worldwide jumped by 10% approximately year on year to 32 million tonnes in 2009. Meanwhile 2010 the worldwide market consumption has shown a limited.

The underlying regional lubricant market changes for the previous 15 years were vast concerning to quantity and quality. The Asia Pacific Ocean province composed of Africa and the middle east displayed other than one-third of worldwide volume in 2000 and now marks greater than half of it, as an effect of improving industrial development and increased automobile production which increased the high consumption rate.

Around 50% of the lubricants traded worldwide polluted the atmosphere and more effort is made to reduce emissions and evaporation. The discharges of diesel engines and it is initiated by mostly engine oil vaporization. These extraordinary lubricant losses into the environment were after the improvement of environment-friendly lubricants.

Another consequence was at worldwide per capita consumption reduced from around 9 to 5 Kgs per year from 1970 to 2015, that is the growth in demand for lubricant (+7%) did not preserve up with the global population growth (+90%) over this period, the compounded annual growth rate (CAGR) of the global population between 1970 and 2015 was at 1.6% and 10 times greater than the CAGR of global lubricants demand, which is around 0.16% in the above period.

Lubricant competitive market :

The organization of the worldwide lubricants business improved meaningfully among the 1990s to 2005. At the end of the 1900s, the oil business was affected by a series of mergers and acquisitions (M & A). These have begun new and bigger lubricant organizations at the amalgamated companies. The reason for their merges was economic factors in Crude oil extraction and refining which caused low refining which resulted in low refining margins.

Royal Dutch Shell PLC, Exxon Mobil, BP, Chevron Corporation, FUCHS are some of the prominent players and holding a significant share in the Automotive Lubricants in the Global market.

In April 2019, Exxon Mobil, a multibillion-dollar Crude oil refining company announced that it will manufacture high-quality lube base stocks, high-performance lubricants, and cleaner fuels in Singapore. This will lead to 7 million barrels per annum of group 2 base stock capacity, which is mostly used to manufacture high-performance automotive lubricants. The inline expansions and investments have shown that companies and investments have shown that companies could offer a reliable supply to meet the increasing demands for

automotive lubricants. A sum of 64,267 KL of lubricants worth of LKR 27.34 billion was sold through the year 2018, which is 218 KL smaller related to the overall sales (quantity) of the year 2017.

Table 1 Showing Year wise Increase in quantity and revenue

YEAR	Lubricants-Total Sales		Annual Increase (%)	
	Quality (KL)	Revenue (LKR Mil.)	Quantity	Revenue
2018	64,267	27,336	0.34	3.07
2017	64,485	26,522	0.15	1.57
2016	64,585	26,122	11.4	11.3
2015	57,978	23,463	6.8	3.6
2014	54,265	22,640	1.0	11.0
2013	53,708	20,397	4.7	2.2
2012	56,334	20,854	3.9	11.1
2011	58,554	18,775	7.7	33.8
2010	54,369	14,035	21.0	21.1
2009	44,945	11,039	22	22.3

Table 2 below shows the sales of Oil companies for 3 Years :

Company	SALES QUANTITIES					
	2018		2017		2016	
	KL	%	KL	%	KL	%
Chevron Ceylon limited	23987.00	37.32	25721.00	39.89	29,251.30	45.29
Indian oil corporation	11,316.17	17.61	10969.60	17.01	10,590.26	16.40
Laugfs Holdings limited	5775.00	8.99	4949.56	7.68	3,419.59	5.29
ExxonMobil Asia Pacific	4959.08	7.72	3534.70	5.48	3,105.96	4.81
Ceylon Petroleum corporation	4071.49	6.34	54110.60	8.39	5,445.90	8.43
Bharat Petroleum corporation	3584.00	5.58	3452.00	5.35	3,710.27	5.74
Toyota Tsusho corporation	2398.13	3.73	2110.00	3.27	1,911.99	2.96
Shell markets limited	2033.68	3.63	1898.34	2.94	1,290.11	2.00
Lubricant Company Sinopec corporation	1975.00	3.07	1986.00	3.08	1,569.20	2.43
Valvoline LLC	1525.48	2.37	1949.84	3.02	1,869.49	2.89
BP Middle east LLC	14960.20	2.33	1639.54	2.54	1,693.26	2.62
Total oil limited	720.866	1.12	720.89	1.12	593.12	0.92
Motul	127.578	0.20	141.91	0.22	134.88	0.21
Total	64266.67	100.00	64484.98	100.00	64,585.33	100.00

Table 3 shows the major players in the Indian Lubricant market as mentioned:

Indian oil 32%	Public sector oil company
Hindustan petroleum 15%	Public sector oil company
Bharath petroleum 12%	Public sector oil company
Castrol 12%	Private sector oil company
Gulf oil 4%	Private sector oil company
Tidewater 4%	Private sector oil company
Others 21%	16 players of MNC's

BRANDING ACTIVITIES OF TOP LUBRICANTS PLAYERS IN INDIA

Indian Oil Corporation (IOC) – Servo

Servo is the leading lubricant which is holding 30% of the market. The brand communicates its “Energizing power”. The creative “Add Servo Add life”. Highlights the thought – “Everything that Servo touches, comes to life”. The servo has positioned itself as a one-stop lubrication solution, which provides a wide variety of ratings and creations for every lubrication requirement. The brand has symbolized innovation, innovative technology, customization, and value. The brand's tag line 100% performance everything is the philosophy and capacity of the brand. The brand is familiar with cutting-edge technology and high-quality products. The products have emerged from “World-class engine oils to World-class lubricants”.

The red color of the brand is predominant which indicates high energy. This characteristic of the Servo brand is to communicate to the users – “Add servo Add life”. The core of the promotional campaign is the energy which plans to touch the heart of each customer and promises to “energize” power in the vehicles.

BPCL MAK Lubricants

It was the primary plant to method freshly originate local Bombay crude oil in India. Now, BPCL has over Rs. 77,000 crores of sales turnover (\$27. 873 Billion) is the second-highest oil promoting firm in the nation with 22% of market share and 3 refineries below its fold.

BPCL has a completely devoted to exclusive lubricant R&D center for lubricants and is dedicated to constantly enhancing the quality of the products promoted by it. BPCL has been succeeding in an advanced and inspired method for promoting petroleum products in India. BPCL producers and marketplaces top-notch lubricants with the unique name MAK. The company has experience of 30 years in the arena of manufacturing and promoting lubricants. BPCL sells 400 types of Automotive and Industrial Lubricants, Greases, and Specialties.

BPCL is one of the primary oil firms in India to establish Supply Chain Management – Advanced Planning and Optimization (SCM-APO) software in its Lubricants SBU. Today MAK has its existence in main automotive markets, reseller segments, the rural sector, and the industrial segment.

HP Lubricants :

HP Lubricants is Hindustan Petroleum Corporation Limited's (HPCL) umbrella brand for manufacturing and marketing various lubricants and specialty products.

A vital part of HPCL, HP Lubricants is India's largest lubricant marketer, which markets more than 350 grades of lubricants, specialties and greases manufactured in state-of-the-art blending plants spread across India. The grades manufactured by HP Lubricants find applications in automotive, industrial, mining and construction, agriculture, fishing, defence and railways among others. HP Lubricants is especially dominant in industrial oils, and has the highest market share in this segment, comprising all industrial oil applications.

HP Lubricants has a robust marketing network that spreads across the country through warehouses, distributors, CFAs and offices with highly qualified sales and technical personnel. These teams and offices make HP Lubricants a dependable brand providing energy and fuelling growth in every significant area of development in India. Innovative R&D and robust quality assurance are a hallmark of HP Lubricants' processes which ensure development and consistent supply of world-class products to support this growth.

Flagship brands such as Racer for two and three wheelers, Milcy for commercial vehicles (diesel engines), Neosynth for the passenger car segment and Enklo for hydraulic oils among other, make HP Lubricants a leading brand across all segments

Castrol India Limited

Castrol Motor Oil, a universal manufacturer, and marketer of synthetic and conventional motor oil and lubricants has augmented loyalty and sales with a destructive social media program intended to attract and involve car and racing enthusiasts. A loyalty website, Castrol Crew, with a database and loyalty engine that allows conversations amongst visitors and builds associations with car and racing enthusiasts.

Castrol is a prominent and reliable brand through India. Several customers wish to buy Castrol than other brand. This, consequently, central to Castrol sustaining a brand existence through the country to help its customer base. Castrol distribution is based on the kind of traffic an area involvement or the quantity of vehicles that permit through a given area daily. A proportion of consumer intuition goes into determining the correct locations for a brand like Castrol. Castrol supports its customers by engaging their products at petrol pumps, Retail outlets, rural and agricultural dealers, etc.

Castrol makes usage of its Urban and Rural connection to the market itself. A direct marketing proportion is also placed into use to progress the reliance of a vehicle owner that would possibly use the engine oil of Castrol occasionally. Word of mouth is also powerful in several parts to attract customers to the opinion of sale. Otherwise, hefty investments are impoverished into promotion and advertising through conservative means of Television, Radio, newspapers, and especially automotive magazines that consist of appropriate content. Castrol has tied up with ITC e-choupal, Reliance India and Godrej Adhar to join with the right audience. Hence, this clarifies the Castrol marketing mix.

ELF India :

Elf aims to be familiar as the maximum economical, pioneering, and effective brand of lubricant. Keeping high-tech novelty research and development into great gear ELF producers motor oil lubricants fit for customers. ELF is an avid contestant in motorsports and it is at the world's prime competitions, as well as the world superbike, Moto GP, and world endurance.

GULF Engine Oil :

Gulf oil lubricants India Ltd (GOLIL), is a share of the Hinduja group, is a deep-rooted performer in the Indian lubricants industry. Gulf oil international (GOI), parent of GOLIL, possesses the gulf branding worldwide (except USA, Spain, AND Portugal) with processes mainly in the automotive and industrial segments.

Gulf oil is known for its rich past and association with the world of sports. Exceptional marketing has lent in robust brand awareness and usage of the gulf brand in India. It covered a wide reach of consumers, mechanics, and retailers, the brand of gulf oil enjoys a position amongst the top 3 lubricant brands about awareness, purchase deliberation, and other constraints.

Two known brands in their fields, Gulf oil, and Manchester United, have joined together to support their worldwide brand existence. Their association allows Gulf to focus on Man U's fan base around the world, with millions in India, which is the main attention area.

Gulf also created technical co-operation in world superbikes by joining with specialized teams, BMW alther and apritea Milwaukee, in the world superbike championship. Drag racing team, King racing which is the most powerful motorbikes in the world.

Shell Lubricants

Shell was using geographic segmentation strategies to create a strong relationship with customers. A distinguished pointing strategy is applied by the company to fulfill the requirements of the customers. The company provides various value-added services to differentiate themselves from other companies. Shell lubricant has a robust product with a unique and remarkable logo which encourages the quality of Shell. Sound of Shell is a distinctive marketing activity in which it has used music in visual and audio communication, comprising associations. The value of the brand has been promoted by well-known singers and composers. The company Shell endorses itself as an Environment friendly and responsible company by advertising on TV, Internet, Print, and hoardings. Shell is also having sponsorship contracts with companies like Ferrari and McLaren.

The shell defines the distinctive selling propositions and understands why customers want the product and how it is dissimilar from other products. The advertising tactics like direct selling and prominent advertising is adopted by the company to drive the product. They have a database of target customers based on age, gender, income, and social status. The company mainly focusing on social media marketing during the last few years, which enables the company to reach the mass market economically. Customer analysis has been done by the company at regular intervals to include current and potential customers that can be divided into smaller segments. It also analysis how it offers products/services to meet the needs of different customer groups to improve profit and growth potential.

Tidewater Oil Company Ltd :

The company produces automotive lubricants in the name of Veedol. It delivers its services all over the country and has 55 storehouses. It created engine oil for cars, trucks, two-wheelers, three-wheelers, and tractors. Good brand equity of the company's products helps the company to achieve brand loyalty in niche market segments.

Branding practices effort has become a main emphasis area of the company by accepting a customer-centric approach, implementing promotion campaigns n electronic media. The bazaar segment also is one of the main focus points by creating tie-up with the OEM's which has helped the company to extend its product line

and increase its market share in a new market. Along with the accusation of Veedol international, the company has received worldwide rights to an extensive collection of registered brands Veedol and its associates with iconic logos. The firm has utilized this chance for marketing lubricants below the Veedol brand across the world.

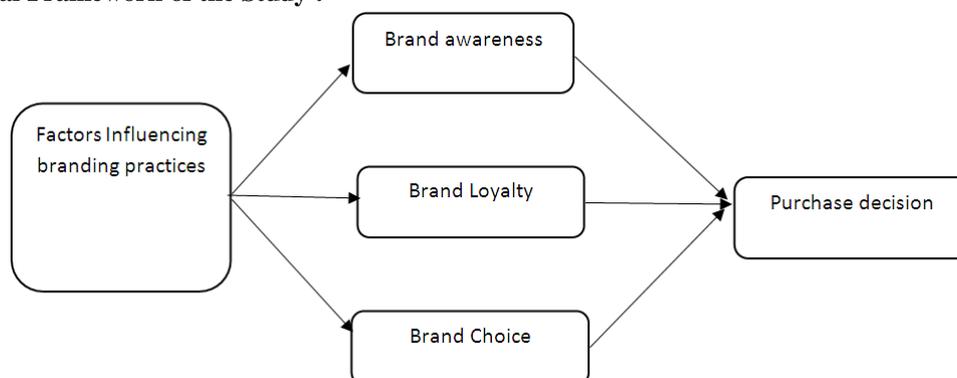
Objectives of the Study :

The objectives of the research have been created from the research problem statement and after a detailed study of the subject and literature review, these objectives of the research have been finalized to carefully study the branding practices of public and private sector oil companies while confirming the realism of these objectives. Along with consumer behavior aspects, brand choice and brand loyalty are the key areas where the study has given suitable attention. The research objectives have consequently framed are as follows:

- To identify the factors influencing branding practices of public and private sector oil companies with respect to lubricants
- To analyse the factors that influence the different branding practices of public and private sector oil companies in selection of lubricants
- To study the impact of branding practices of lubricant companies on consumer purchase decision.

Although the purpose of their study is branding practices of all lubricant brands in India and all the states due to time constraints, financial and physical resources, the researcher has brought down the scope of research based on (a) Geographical area (b) Product categories. As per geographical area is taken, the city of Hyderabad, Mumbai, Indore, Jabalpur, Delhi, and Bangalore is selected. Concerning product class that has been saved on the marketing of automotive lubricants. With this background, the study was limited to the cities mentioned above were considered for collecting information from respondents to understand the branding practices of public and private sector lubricant brands.

Conceptual Framework of the Study :



The study has implemented a descriptive research design. The cross-sectional study in descriptive research was preferred, to discuss the research question outlined, and a survey instrument has been established for this study using a Likert scale.

Sources of Data

The study has been conducted in selected cities in India namely Hyderabad, Bangalore, Mumbai, Indore, Jabalpur, and Delhi. The above-mentioned cities are selected to cover various population sizes. Delhi has the maximum vehicle population with over 88.27 lakh, Bangalore 55.59 lakh, Mumbai 25 lakh, Hyderabad 23.7 lakh, Jabalpur 9 lakh, and Indore 12 lakh. Those cities are industrialized and have a composition population across the country. Smaller cities have not been considered, as it would be difficult to collect the from samples.

The target population of this research is a set of sample respondents who use vehicles. The automobile users buy lubricants whenever it is essential to remove the remaining lubricant oil in the engine oil sump of the automobile, as it has lost its valuable life and fill the engine oil sump with new lubricant in the vehicle.

This oil changing activity becomes a part of the periodic servicing and maintenance of the vehicle and such is carried out normally in vehicle workshop and petrol station. The consumers' procure lubricants at retail outlets. Henceforth, they form the target population of the study.

Data collection instrument

The study collected data using a structured and semi-structured questionnaire from selected respondents at the fuel station and visiting particular outlets. The questionnaire consists of three sections. The first section consists of demographic data about the respondent. The second section consisted of a set of questions related to factors influencing the selection of a lubricant brand was assessed using a five-point Likert – type scale. The third section includes 31 items of brand awareness, brand loyalty, brand choice, and purchase decision adopted.

Sampling method

The non-probability convenience sampling method is applied to obtain a sample of convenient consumers of different lubricant brands who are willing to provide information.

Sample size

The sample area for the data collection forms the target population namely, consumers of automotive lubricants in Hyderabad, Bangalore, Mumbai, Indore, Jabalpur, and Delhi has been selected concerning Slovin’s (1960). The total automotive Automobile users in the above cities, which helped to derive the sample population, is given in the table below:

Motor Vehicle population as on 31/03/2016

City	No. of Vehicles in Lakhs (approximately)
Hyderabad	2400000
Bangalore	5600000
Mumbai	2500000
Indore	1200000
Jabalpur	900000
Delhi	8800000
Total	21400000

The above table provides motor vehicle population data shows the type of fuel used namely petrol, diesel, LPG.

Considering the above determinate population, sample size is determined through the margin of error 0.05 and a confidence level 95%. All those are being represented in this study as follows:

The formula for determining the sample size (Slovin’s, 1960) is:

$$n = N/1+Ne^2$$

n = sample size N= population size e = margin of error

Sample size formulation

City	Population	Determined sample size	Final sample size
Hyderabad, Bangalore, Mumbai, Indore, Jabalpur, and Delhi	21400000	400	610

Sample survey for the final survey of the target population – consumers of automotive lubricants have therefore been taken as 610 to improve the accuracy of the result. The city-wise breakup of samples as given below:

City	Population size (approximately)	Samples were drawn
Hyderabad	2400000	98
Bangalore	5600000	108
Mumbai	2500000	92
Indore	1200000	86
Jabalpur	900000	70
Delhi	8800000	156
Total	21400000	610

Consumers of automotive lubricants were selected which involve public and private sector automotive lubricant consumers. 700 consumers of automotive consumers across the selected cities were surveyed. Out of 700 survey questionnaires, 90 were returned due to incomplete responses for various reasons, and 610 usable and found appropriately filled.

IV. Findings :

- Classification of respondents based on Gender, the maximum of the respondents is Male. Based on the Age group of respondent's most of the respondents are in the age group of 35 – 45. The analysis of the Occupation of the respondents displays that most of the respondents are professionals. Classification of respondents based on Qualification indicates that most of the respondents are Graduates.
- The majority of the respondents are having annual income between 2lakhs to 3 lakhs. Most of the respondents of this study own four-wheelers since the study concentrated on respondents using automotive lubricants. Brand preference of respondents towards lubricants implies that the sample respondents prefer Castrol over other brands.
- The analysis of preference towards the public or private sector lubricants most of the respondents in this study preferred to use private-sector oil lubricants. Most of the respondents agree that they are often bought lubricants solely based on the price. Based on the packaging requirements, the majority of the respondents agree on attractive packaging is required for lubricants.
- Recommendations offered by mechanics play a significant role in the selection of automotive lubricants. Most of the respondents approve that references offered by car mechanics play a vital role during the buying process. The majority of the respondents agree that they choose lubricant, which has been suggested as outstanding in terms of performance.
- Faith about a specific lubricant brand is an inducing factor in its purchasing decision of the respondents. Lubricant brand created on the loyalty it has to offer concerning the features and the performance and previous and present practices contribute to a boundless agreement in determining the lubricant.
- Most of the respondents neither agree nor disagree that discounts, additional features, and other assistance impact the purchasing behavior for a specific lubricant brand. Irrespective of the Gender most of the respondents prefer to buy Private sector lubricants and most of the respondents preferred to buy private sector lubricant oil irrespective of their age group.
- Consumers prefer to buy private sector lubricants irrespective of their occupation and most of the educated customers prefer to buy private sector lubricants than public sector lubricants. The sample respondents prefer to buy Private sector lubricants irrespective of their annual income and Most of the respondents prefer to buy private sector lubricants irrespective of the type of vehicles owned by them.
- Brand awareness has shown a positive significant relationship with brand loyalty, brand choice, and purchase decision. Brand Loyalty displayed a positive and significant association with brand awareness, brand choice, and purchase decision.
- Brand choice has shown a positive and significant correlation with brand awareness, brand loyalty, and purchase decision. Purchase decision has shown a positive and significant relationship with brand awareness, brand loyalty, and brand choice.
- Brand awareness has shown a positive significant relationship with brand loyalty, brand choice, and purchase decision.
- Brand Loyalty displayed a positive and significant relationship with brand awareness, brand choice, and purchase decision. Brand choice displayed a positive and significant association with brand awareness, brand loyalty, and purchase decision.
- Purchase decision has shown a positive and significant association with brand awareness, brand loyalty, and brand choice.

V. Conclusion:

This research provides insights into the branding practices of automotive lubricants and their influence on the purchase decision of consumers. The research studied the different branding strategies adopted by the lubricants. The method of the research was to account for collective branding strategies of lubricants and the impact of these strategies on the consumer's buying decision.

From this study, we can conclude that consumers prefer to buy private sector lubricants over public sector lubricants. Consumers buy lubricants solely based on the price and attractive packaging is also important for them. Recommendations offered by the mechanics play a substantial role in the selection of automotive lubricants and it should be excellent in terms of performance. Faith is also a significant factor in the buying decision of customers. Apart from loyalty lubricant companies should offer features and performance along with quality. Past and current experiences contribute more towards the lubricant purchase. Consumers prefer to buy private sector lubricants irrespective of their gender, age, occupation, and annual income. Brand awareness is positively related to brand loyalty, brand choice, and purchase decision. Brand loyalty has a positive correlation between brand awareness and purchase decisions. Purchase decisions are also positively influenced by brand awareness, brand loyalty, and brand choice.

The consumers believed that good engine oil should possess good lubricating properties and should result in the smooth running of the vehicle and also agreed that consumers seek recommendations made by the mechanics while choosing the particular brand of lubricant for their vehicle. Further, consumers agreed that various promotion schemes implemented by companies are effective in generating high sales of a product.

Castrol was the most favored lubricant by the respondents irrespective of the type of vehicle owned by them. When questioned about lubricants marketed by the public sector oil marketing companies in India, they said that companies sold their lubricants at their petrol retail outlets and they are not very aggressive in their marketing campaigns to attract consumers. These branding strategies have influenced the purchasing decision of consumers significantly.

This research determines that the acceptance of the new branding strategies by automotive lubricants can create awareness and develop an interest in consumers in the buying process. Below the line sales campaign have been implemented actively by nearly all the brands in the industry. Gifts have been unlimited attention pullers to encourage an advertising company. Lucky draws, scratch cards, and coupons have also been accustomed to rational success. Personal selling drives prepared at petrol pumps, workshops have also been changes to involve consumers to teach and teach preference in them. Trade fairs, vehicle fairs have also been a dynamic contribution spot for the lubricant companies.

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