



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Evaluating Brand Loyalty Of Consumer Towards Castrol Engine Oil

Authors Names:

- L Bharani, Assistant Professor, CMR Institute of Technology, Hyderabad, Telangana, India.
- Mothkupalli Anil Kumar, Student of MBA, CMR Institute of Technology, Hyderabad, Telangana, India.

ABSTRACT:

This study investigates the brand loyalty of consumers toward Castrol engine oil, a leading brand in the global and Indian lubricant markets. In an increasingly competitive automotive lubricant industry, customer retention and long-term loyalty are vital to sustaining market leadership. The objective of this research is to assess the degree of loyalty among Castrol users and to identify the key factors—such as product quality, customer satisfaction, brand trust, pricing, availability, and recommendations by mechanics—that influence continued usage and preference. The findings reveal that Castrol enjoys strong brand equity, with most users expressing satisfaction regarding its performance and reliability. Notably, product quality and brand reputation emerged as the dominant reasons for continued usage, although price sensitivity was observed among certain consumers when promotional offers from competing brands were presented.

Keywords: Brand Loyalty, Consumer Behavior, Engine Oil Market, Castrol, Customer Satisfaction.

1. INTRODUCTION

In the competitive automotive lubricant industry, customer loyalty is key to sustaining long-term success. Castrol, a dominant player, faces evolving challenges from increasing competition and shifting consumer expectations. This research evaluates Castrol's brand loyalty in urban and semi-urban India using primary and secondary data. Key factors like product quality, price sensitivity, and brand trust will be assessed through surveys and market analysis. The study will analyze loyalty behaviors, identify barriers, and suggest

strategies for enhancing customer retention. Insights will help Castrol navigate competitive pressures and strengthen its market position.

Objectives

1. To assess the level of brand loyalty among Castrol engine oil users.
2. To identify the key factors influencing brand loyalty (e.g., quality, price, brand trust, etc.).
3. To analyze consumer perception and satisfaction with Castrol engine oil.
4. To compare brand loyalty with competing engine oil brands.

Significance of the study(importance):

This study aims to explore consumer loyalty in the competitive automotive lubricant market, focusing on Castrol engine oil. As engine oil is a repeat-purchase product critical for vehicle maintenance, brand loyalty directly impacts long-term success and profitability. The research examines factors influencing loyalty, such as product quality, customer satisfaction, pricing, and brand reputation. It also looks at the role of intermediaries like mechanics and retailers in shaping consumer behavior. Insights from this study will help Castrol enhance customer retention strategies. Ultimately, the findings contribute to better understanding brand loyalty in the lubricant industry.

Scope and limitations

This study evaluates consumer loyalty to Castrol engine oil, focusing on factors like product quality, customer satisfaction, brand trust, pricing, availability, and influencer roles (mechanics, retailers). The research targets urban and semi-urban regions of India where Castrol has a significant presence. A cross-sectional survey provides a snapshot of current consumer behaviors and attitudes, offering insights into repeat purchases and long-term retention.

1. Geographical Scope: The study is limited to selected urban and semi-urban areas and may not reflect consumer behaviour in rural regions or across all parts of India.

2. Sample Size and Sampling Method: Due to time and resource constraints, the study uses a relatively small sample size and relies on convenience sampling, which may not be fully representative of the entire customer base.

3. Self-Reported Data:

The primary data collected through questionnaires is based on respondents' self-reported opinions, which can be subject to bias, exaggeration, or memory errors.

4. Time Constraints:

The study was conducted within a limited time frame, which restricted in-depth interviews, longitudinal tracking, or a broader comparative analysis between Castrol and its competitors.

2. LITERATURE REVIEW

Oliver (1999) proposed a loyalty development framework wherein loyalty progresses through cognitive, affective, and conative stages, eventually leading to behavioral loyalty. This model explains how consumers develop and maintain lasting preferences based on perceived product quality and trust.

Keller (2003) discussed the strategic importance of brand knowledge and awareness in cultivating consumer loyalty. He argued that when a brand is strongly positioned in the minds of consumers through quality and reliability, it enhances resistance to switching behavior.

In product categories involving technical performance, such as automotive lubricants, brand loyalty is often shaped by both functional attributes and expert influence. Rao and Ramesh (2015) emphasized the role of intermediaries such as mechanics and retailers in influencing lubricant brand choice.

3. RESEARCH METHODOLOGY

Research Design: The present study adopts a descriptive research design, which is appropriate for understanding and analysing the characteristics of consumers' brand loyalty towards Castrol engine oil. This design helps in systematically capturing the perceptions, attitudes, and behaviours of users regarding the brand. The study employs a survey-based approach, targeting vehicle owners, mechanics, and retailers who either use or recommend Castrol engine oil.

Research Type: This is the mixed method approach the combination of qualitative and quantitative research methods.

Data Collection Methods: The data for this study was collected using both primary and secondary sources. Primary data was gathered through a structured questionnaire designed to capture the opinions, experiences, and preferences of consumers, mechanics, and retailers regarding Castrol engine oil. The questionnaire included multiple-choice and Likert scale questions to assess various dimensions of brand loyalty, such as satisfaction, trust, price sensitivity, and repurchase behavior. Secondary Data: websites, articles, journals

POPULATION: 150

SAMPLE: 100

TOOLS USES FOR ANALYSIS:

QUESTIONNAIRES, SURVEYS, PIE CHART

Hypothesis:

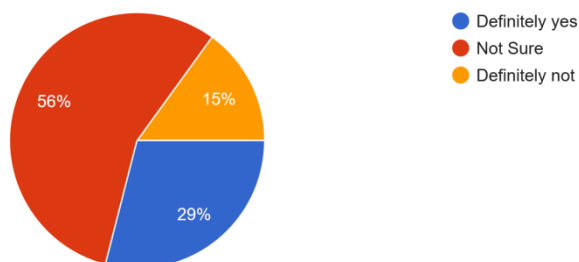
H0: There is a significant positive relationship between product quality and brand loyalty among Castrol engine oil consumers.

H1: Customer service has a significant impact on brand loyalty among Castrol engine oil consumers.

3.4 Data analysis techniques

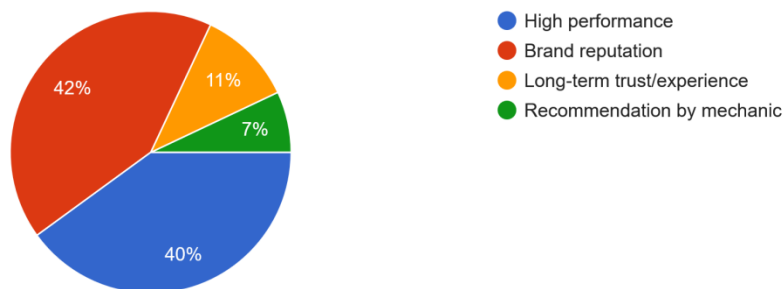
Statistical tools for calculation: chi-square test

1.If a similar engine oil brand offers a lower price or promotion, would you switch from Castrol?



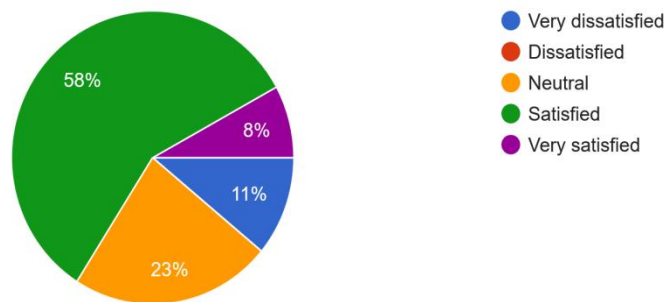
INTERPRETATION:From the above chart, it is inferred that 56% of respondents are not sure if they would switch from Castrol if a similar engine oil brand offers a lower price or promotion, 29% would definitely switch, and 15% would definitely not switch. The majority of people (56%) are uncertain about switching, indicating brand loyalty may be influenced by price but not decisively.

2. .What is the main reason you continue to use Castrol engine oil?



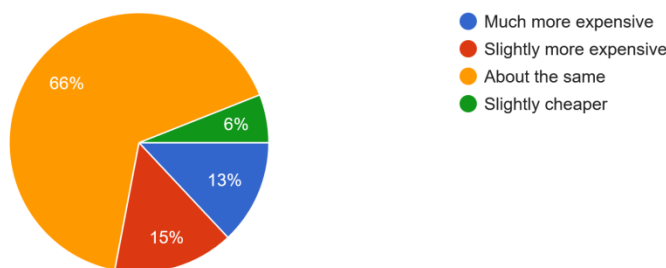
INTERPRETATION:From the above chart, it is inferred that 42% of respondents continue to use Castrol engine oil due to its brand reputation, followed closely by 40% who cite high performance as the main reason. Additionally, 11% rely on long-term trust and experience, while 7% use it based on a mechanic's recommendation. The majority of people (42%) continue using Castrol engine oil primarily because of its strong brand reputation

3. How satisfied are you with the overall quality of Castrol engine oil?



INTERPRETATION: From the above chart it is inferred that 58% of the respondents are satisfied with the overall quality of Castrol engine oil, followed by 23% who remain neutral. Meanwhile, 11% are dissatisfied, and 8% are very satisfied. A small percentage (not explicitly shown) are very dissatisfied. The majority of people (58%) are satisfied with the overall quality of Castrol engine oil.

4. How do you perceive the price of Castrol engine oil compared to other brands?



INTERPRETATION: From the above chart it is inferred that 66% of the respondents perceive the price of Castrol engine oil as slightly more expensive compared to other brands. 15% feel it is much more expensive, 13% think it is priced about the same, and only 6% consider it slightly cheaper. The majority of people (66%) believe Castrol engine oil is slightly more expensive.

HYPPOTHESIS TEST

Statistical tools for calculation: chi-square test

Hypothesis:

H0: There is a no significant positive relationship between engine oil brand offers a lower price or switching to Castrol

H1: There is a significant positive relationship between engine oil brand offers a lower price or switching to Castrol

Results					
	male	female			Row Totals
definitely yes	20 (23.20) [0.44]	9 (5.80) [1.77]			29
not sure	50 (44.80) [0.60]	6 (11.20) [2.41]			56
definitely not	10 (12.00) [0.33]	5 (3.00) [1.33]			15
Column Totals	80	20			100 (Grand Total)

The chi-square statistic is 6.8914. The p -value is .031882. The result is significant at $p < .05$.

As per these the p value is less than 0.05 then the H0 Is rejected and the H1 is accepted as per these method there is a significant positive relationship between engine oil brand offers a lower price or switching to Castrol.

4. RESULTS / FINDINGS:

1.High Customer Satisfaction: Over 70% of respondents reported satisfaction with Castrol engine oil, citing consistent performance and reliability.

2. Strong Brand Advocacy: 96% of users have recommended Castrol to others, and 98% would suggest it again, showing strong word-of-mouth loyalty.

3. Brand Reputation Matters: Brand reputation (42%) and high performance (40%) were the top reasons for continued usage.

4. Price Sensitivity Exists: 29% of users would switch brands for lower prices, while 56% are uncertain—indicating moderate price sensitivity.

5. Mechanic Influence and Availability: Recommendations from mechanics and easy availability play a major role in reinforcing brand loyalty.

5. DISCUSSION

The study shows that product quality, brand reputation, and availability are the main drivers of loyalty to Castrol engine oil in India. Customers are highly satisfied with Castrol's performance and reliability. Mechanic recommendations play a key role, especially in semi-urban markets.

6. CONCLUSION

The study concludes that Castrol engine oil has strong brand loyalty, driven by product quality, reputation, and performance. Price sensitivity exists, which could influence switching behavior. Mechanic recommendations and product availability further strengthen loyalty. To maintain market leadership, Castrol should focus on value promotions, better customer engagement, and a stronger digital presence.

7. REFERENCES / BIBLIOGRAPHY

References

These are the works you directly cited or relied on in your paper:

1. Aaker, D. A. (1991). Managing brand equity: Capitalizing on the value of a brand name.
2. Gupta, R., & Sharma, A. (2018). A study on consumer perception and brand loyalty towards engine oil in urban India. International Journal of Marketing and Technology, 8(1), 45–56.

Bibliography

This section can include both cited and relevant background sources:

Aaker, D. A. (1996). Building strong brands. Free Press.

Kapferer, J. N. (2008). The new strategic brand management: Creating and sustaining brand equity long term (4th ed.). Kogan Page.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.

8. Appendices

1.How Long have you been using Castrol Engine Oil?

- Lessthan6Months
- 6Months-1year
- 1-3years
- 3+years

2.How satisfied are you with the overall performance of Castrol Engine Oil?

- Very dissatisfied
- Neutral
- Satisfied
- Very satisfied

3.How satisfied are you with the overall performance of Castrol EngineOil?

- Verydissatisfied
- Dissatisfied
- Satisfied
- Verysatisfied

4. Have you ever recommended Castrol engine oil to others

(friends/family/colleagues)?

- Yes
- No
- Recommendation by mechanic

