



1st Edition

Two-wheeler Lubricant Brands and Consumer Insights

Published July 2018

Survey Period: 4th Quarter 2017 to 1st Quarter 2018

Regional Coverage: Southeast Asia

This report explores how different lubricant brands are perceived in the market, provides up-to-date information on the top five brands, and gives insights on end users' purchasing behavior.

This Report Helps Subscribers to:

- Get insights on profiles of two-wheeler owners in terms of vehicle type, engine capacity, maintenance practice, and in-service activity
- Discover two-wheeler owners' preference of maintenance service provider type and lubricant seller type
- Understand two-wheeler maintenance service providers' as well as lubricant sellers' business, in terms of types of services offered, types of lubricants consumed or sold, and types of vehicles serviced
- Learn what are the key lubricant purchasing and brand selection criteria for two-wheeler maintenance service providers, lubricant sellers, and two-wheeler owners
- Identify how the leading lubricant brands are perceived on different attributes according to how two-wheeler owners, maintenance managers, mechanics, and lubricant resellers rank their needs and interests



Report Contents

Overview of two-wheeler lubricant market in the country

- Competitive landscape
- Classification of two-wheeler lubricant brands into three categories: major, mid, and small
- Brand insight-a: includes profiles of five major brands in each country
 - Company background
 - Lubricants and two-wheeler lubricant business overview
 - Distribution strategy
 - Product information and pricing
 - Brand positioning
 - Strategic alliances and partnerships
 - Most relevant actions/developments

Two-wheeler owner insight covers

- Key takeaways from two-wheeler owners survey
- Two-wheeler owner profiling in terms of age, gender, vehicle type (scooter vs. mopeds vs. motorcycle), vehicle engine capacity, vehicle usage type, vehicle brand, and maintenance practice (do-it-for-me vs. do-it-yourself)
- Two-wheeler lubricant brand awareness and loyalty among two-wheeler owners
- Two-wheeler lubricant brand selection criteria by two-wheeler owners
- Two-wheeler lubricant preference by product type (semisynthetic and synthetic)

Maintenance service provider insight covers

- Key takeaways from maintenance service providers survey
- Maintenance service provider profiling in terms of business type, services offered, vehicles serviced, two-wheeler lubricant volume consumed and/or sold
- Two-wheeler lubricant brand awareness and loyalty among maintenance service providers
- Two-wheeler lubricant brand and supplier selection criteria of maintenance service providers
- Two-wheeler lubricant preference by product type (semisynthetic and synthetic)

Lubricant retailer insight covers

- Key takeaways from retailers survey
- Lubricant retailer profiling in terms of business type, products offered, two-wheeler lubricant volume consumed and/or sold
- Two-wheeler lubricant brand awareness and loyalty among lubricant retailers
- Two-wheeler lubricant brand and supplier selection criteria by lubricant retailers
- Two-wheeler lubricant preference by product type (semisynthetic and synthetic)

a- Each respondent was asked to rank or provide commentaries for their top three brands on various attributes. Based on these rankings and commentaries, the top five brands were chosen for Brand Insight.





Scope

The report helps the companies focusing on two-wheeler lubricants business get an insight into end users' brand preferences, and understand a customer's journey for purchasing lubricants and key decision-making criteria.

- Vehicle type: motorcycles, mopeds, and scooters
- Respondent: two-wheeler owners, two-wheeler maintenance service providers, and lubricant resellers
- Countries: About 2,000 interviews were conducted in the seven countries mentioned in Table 1

Table 1: List of Countries Covered

India	China
Indonesia	Vietnam
Thailand	The Philippines
Malaysia	

Key Benefits

The report helps subscribers identify how the leading lubricant brands are ranked on different attributes according to how maintenance managers, mechanics, two-wheeler owners, and lubricant resellers rank their needs and interests. The study helps subscribers in:

- Benchmarking ones' brand against the competitors
- Identifying marketing/branding aspects that should be prioritized
- Understanding two-wheeler owners', maintenance service providers', and lubricant sellers' brand preferences



Methodology

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research



We Know Who to Talk to. We Know How to Listen.

A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline's analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

For this report, primary research was conducted in two phases:

In the first phase, a structured customer survey and face-to-face interviews was conducted.

Two-wheeler owner questionnaire

- The first set of questions in the structured questionnaire has been included to define the respondent in terms of age, gender, vehicle type (scooter vs. mopeds vs. motorcycle), vehicle engine capacity, vehicle usage type, vehicle brand, and maintenance practice (do-it-for-me vs. do-it-yourself)
- The second set of questions focus on two-wheeler owners' maintenance and vehicle usage practices
- The third set of questions focus on understanding two-wheeler owners' brand awareness and usage
- The fourth set of questions focus two-wheeler owners' perception of brand communication by top three lubricant suppliers.

Maintenance service provider and lubricant seller questionnaires

- The first set of questions in the structured questionnaires have been included to define the respondent in terms of age, gender, industry experience, designation, respondent's workshop or store type, services and products available at the respondent's facility, and types of vehicles catered to
- These questions have been included to take a closer look at account attitudes related to their two-wheeler lubricants business and on how they manage it
- The second set of questions focus on lubricant brand-related topics, such as brand preference and perception
- The third set of questions focus on maintenance service providers' and lubricant retailers' perception of brand communication by top three lubricant suppliers.

In the second phase, based on the outcome of structured customer surveys, the top five brands in each country were interviewed to understand their lubricant business, brand positioning, and distribution stage.



Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

A FULL SPECTRUM OF SERVICES



North America
+1-973-435-3407

Latin America
+55-11-3079-0792

Europe
+32-2-770-4740

China
+86-21-6012-6500

India
+91-124-4546-100

Japan
+81-3-3242-6277