



Internship Report on
“Factors Influencing Consumer Buying Decision Towards
Automobile Lubricants of Ranks Petroleum Ltd”

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Dr. Saad Hasan

Associate Professor
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Subject: Submission of the Internship Report on “Factors Influencing Consumer Buying Decision Towards Automobile Lubricants of Ranks Petroleum Ltd.”

Respected Sir,

I am pleased to submit the Internship Report on **“Factors Influencing Consumer Buying Decisions Towards Automobile Lubricants of Ranks Petroleum Ltd.”** under your supervision and as part of my Bachelor of Business Administration in Supply Chain Management degree requirements. I have made an effort to prepare such a report according to your requirements and instructions. The study was established to be quite fascinating, helpful, and insightful. I have tried my best to prepare an effective and credible report using all our knowledge and the collected primary and secondary data. I have finally completed it and am now presenting it to you.

I am honored for all of your support and collaboration on this study. I hope you will review the report and assess me. I will be available to answer any questions for clarification. I hope that you will consider it and be obliged accordingly.

Sincerely

Farhin Mostofa

Id: 111 191 033

BBA in Supply Chain Management

Table of Contents

List of Table	vi
List of Figure	vi
Acknowledgement.....	vii
Executive Summary	viii
Chapter 1: Introduction	1
1.1 Introduction of the Study	1
1.2 Reason for the Study	2
1.3 Literature Review:.....	2
1.3.1 Literature Gap	4
1.4 Objective of the Study	6
1.5 Methodology of the Study	6
1.5.1 Design of Research.....	6
1.5.2 Types of Data	6
1.5.3 Scope	8
1.5.4 Study Limitations	8
Chapter 2: Organization Overview	9
2.1 Introduction of Shell lubricant.....	9
2.2 Introduction of Ranks Petroleum Ltd (RKPL)	10
2.3 Company's Current Objectives:	11
2.4 Values.....	11
2.5 Mission.....	12
2.6 Vision	12
2.7 Product offering.....	12
Chapter 3 Project Part.....	14
3.1 Consumer Buying Decision Process.....	14
3.2 The Stimulus-Response Theory	15
3.3 External Factors that Influence Consumer Buying Decision	16
Chapter 4: Data Analysis and Major Findings	20
4.1 Factors Affecting the Making of Decisions	20
4.1.1 Quality.....	20
4.1.2 Brand Image	21
4.1.3 Price.....	21
4.1.4 Availability.....	22
4.1.5 Promotional Activities.....	23
4.2 Discussing the collected data.....	24
Chapter 5: Activities Performed.....	26

5.1 Stock Report:.....	26
5.2 Operate ERP & Shell Agami:.....	26
5.3 Operate Shell BD:	26
5.4 TSO Report:	27
5.5 Maintains Customer & Mechanic Relationship:	27
Chapter 6: Recommendations & Conclusion	28
6.1 Recommendation.....	28
6.2 Conclusion.....	29
References	30

List of Table

Table 1: Influence of the Quality of Shell lubricant in Buying Decision.....	20
Table 2: Influence of Brand Image of Shell lubricant in Buying Decision.....	21
Table 3: Influence of Price of Shell lubricant in Buying Decision	22
Table 4: Influence of Availability of Shell lubricant in Buying Decision.....	22
Table 5: Influence of Promotional Activities of Shell lubricant in Buying Decision	23

List of Figure

Figure 1: Framework of Factors Influencing the Purchase Decision of Lubricants	5
Figure 2: Factors Influencing Consumers Buying Decisions.....	25

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I am thankful to my respectable parents for providing me with an opportunity to see the visibility of nature.

Executive Summary

The purpose of the study is to identify factors that influence the buying decisions of lubricant buyers. For the study, an exploratory research design was chosen. Data for the study were gathered from both primary and secondary sources. The study used semi-structured (open ended) questionnaires to interview Ranks Petroleum Ltd. executives, dealers, lubricant shop owners, garage mechanics, and individual consumers in order to collect primary data. The selection of certain consumers is done using a judgmental sampling technique. The websites of the companies, annual reports, thesis papers, and publications relating to lubricants were used to collect and analyze secondary data. The study's findings point to a number of different factors that significantly and favorably influence consumers' decisions to purchase lubricants. Particularly in marketing initiatives, there is a significant restriction. Therefore, using a market-driven strategy, the corporation should implement efficient methods to build a positive brand image toward markets and achieve relatively outstanding results in this industry. The study suggested that lubricants companies should concentrate on maximizing the value of their marketing strategies, establishing efficient distribution channels, improving logistics and e-commerce capabilities in order to influence consumer purchasing decisions in Bangladesh. The study highlights the specific factors that influence lubricant purchase decisions of Bangladeshi consumers, which can be of great value to lubricant distributors operating in Bangladeshi market. The findings of this study can aid the marketers in developing effective marketing strategies in order to build customer loyalty.

Chapter 1: Introduction

1.1 Introduction of the Study

The lubricant market in Bangladesh has been experiencing steady growth in recent years, driven by increasing demand for lubricants across various sectors, including automobile, industrial, and marine. The lubricant industry in Bangladesh is highly competitive, with both local and multinational companies vying for market share. However, consumer buying behavior and preferences are changing, and companies need to understand these factors to remain competitive.

The lubricants market in Bangladesh is divided into segments based on product type and end-user industry. Engine oil, transmission and hydraulic fluid, metalworking fluid, general industrial oil, gear oil, grease, and other product kinds are the market's main product categories. The market is divided into many end-user sectors, including power generation, heavy equipment, food and beverage, metallurgy and metalworking, and other end-user industries. Due to the country's rapid rise in the sales of automobiles (both domestically produced and imported), the demand for engine oils in Bangladesh has been increasing rapidly over the last five years. According to the industry insiders, in Bangladesh market, the annual demand of lubricant products reached about 2 lakh tons in the 2019-20 fiscal year. According to **Bangladesh Lubricant Market report (2020)** the size of the global lubricant market stood about US\$ 52850 million in 2020 and it is expected to reach a growth rate of 6.5% by the end of 2027. There are about 100 brands of lubricant products in Bangladesh. Both of local & imported lubricant products are available in the market. The vehicles, industries, agriculture, water vessel etc. are the major consumers of these products. The industry experts projected that the demand of the lubricant products will be raised for next 15 to 20 years. The main businesses active in the Bangladesh Lubricants Market are Trade Services International (Total), Ranks Petroleum Limited (Royal Dutch Shell PLC), Navana Petroleum Limited (Caltex/Chevron), MJL Bangladesh Limited (Exxon Mobil), and BP PLC (Castrol). These businesses make every effort to sell their line of lubricants through distributors, retailers, and a variety of additional branding, marketing, advertising, and promotional initiatives.

Numerous research has been done to determine what makes a company superior to its rivals and how this can affect customers' purchasing decisions. These studies have noted a number of things that influence consumers' decisions to buy. Price, quality, brand perception, availability, promotional activity, delivery procedure, etc. are some of these variables. Such research has not previously been carried out in Bangladesh's lubricant business. Consumer buying decision varies due to the difference in culture or other environmental factors. In order to understand the lubricant market in Bangladesh. It is necessary to understand how consumers in Bangladesh process their buying decision for purchasing a engine oil. Therefore, the study on the factors affecting consumer buying decision of lubricant will try to fill the gaps of earlier research.

1.2 Reason for the Study

This study is highly significant as it is the first of its kind to examine Bangladeshi consumers' attitudes on vehicle lubricants. Bangladesh's lubricant business is expanding so quickly that new lubricant manufacturers are entering it to meet the demands of consumers and industrial clients. Customers find it challenging to select a brand in the market since there is strong competition among the many companies. To be successful in the market in such an intense competition, lubricant distributors need to be aware of the primary influences on consumers' brand decisions. Additionally, the study will provide information that will enable other researchers to go deeper into the field.

1.3 Literature Review:

From a marketing perspective, understanding customer behavior is essential to answering the issue of how consumers choose products. Marketers must determine the factors influencing customer decisions as well as the method by which consumers synthesize purchase-related information to arrive at a conclusion. Neal, C. M., Quester, P. G., & Hawkins, D. I. (2002) indicate that there are two main categories of factors that affect consumer purchasing decisions: (1) a group of internal factors, such as psychological factors (motivations, needs, perceptions, beliefs, and attitudes) and individual factors (age, stage of life cycle, occupation, economic circumstances, lifestyle, personality, and concept); (2) external factors, such as social factors (reference group, family, role, and social status) and cultural factors (common culture, culture, and social class). P. Kotler (2003). The components of the marketing mix—product, pricing, distribution, and promotion—affect customer behavior in various ways, according to Peter J. P. & Olson J. (2001).

As there aren't a few topics in the lubricant industry recently, this study has reviewed and modified research on consumers' and businesses' intentions to buy various kinds of products.

In 2018, Giao, H. N. conducted research on the variables driving Amalie lubricant buying in Vietnam. The findings indicate that there are five elements influencing Vietnamese consumers' decisions about buying Amalie lubricant: Quality, fair pricing, the place where to purchase, delivery, and human resources.

Girmachew A.'s (2020) study on the variables influencing lubricant purchasers' brand choice in Addis Abeba found that availability, performance, price, and brand image all significantly and positively influence customers' choice of lubricant brand in Addis Abeba.

The study's findings showed that the majority of respondents selected the lubricant from the options given based on brand image. This study also examined a number of variables that influence how satisfied customers are with the items that are supplied, including technical advancements, business competitiveness, and environmental considerations.

Srinivasan, T. (2015) reviewed customer preferences for petroleum retail outlets which shows the viewpoint of consumers towards petroleum companies and the brand image of the petroleum company.

Sinaga L. & Evi T. (2009) studied customer behavior and perception analysis in relation to the purchase of shell helix lubricating oil products. Their findings indicate that three key factors significantly impact consumer perception: (1) Price; (2) Quality; and (3) Brand.

Customers are influenced by a multitude of social, psychological, and interpersonal aspects while choosing a product. Numerous factors, such as individual motives, needs, attitudes, values, personality traits, socioeconomic and cultural backgrounds, age, sex, professional status, and social influences of all kinds from friends, family, coworkers, and society, all have an impact on consumer behavior. G. P. Moschis (1976).

Arti, R. (2013), factors influencing the purchasing behavior of consumers for engine oil are reviewed in relation to lubricant purchases in Indore, including insights from private players for oil marketing businesses in India.

In the modern world, customers are paying more and more attention to product quality and are focused on having more requirements. Because of this, consumers' purchasing decisions are most strongly influenced by the quality component Giao, H. N. (2018). From an alternative viewpoint,

the range of brands that customers may purchase is restricted to a small number of different brands that are offered on the market. According to a number of studies, including Elias, S. (2018), Denaneso, G. (2017), Legese, L., and Mulugeta, N. W. (2018), a company's marketing approach may have an impact on customers' preferred brands. Additionally, buyers may use specific criteria to choose a brand from a group of brands in a certain product category.

According to Elias, S. (2018), factors such as price, taste, packaging, brand name, place of origin, marketing, and social standing influence beer buyers' decisions to buy. Denaneso G. (2017) found in another study that preferences for buying cars are influenced by brand image, dependability, spare part availability, safety, affordability, fuel efficiency, durability, and social value. Legese, L. and Mulugeta, N. W. (2018) found that customers' choice of brand for bottled water products was strongly influenced by packaging, product quality, price, brand name, brand availability, brand image, and advertising.

Customers use features like experience and high standards to choose a certain brand from the market when buying lubricants. Due to the entry of new oil businesses with distinct competitive advantages, the lubricant industry is seeing intense competition. Lubricant firms will therefore be able to develop marketing plans based on the results and take appropriate action thanks to those influencing factors.

1.3.1 Literature Gap

- Limited information on the lubricants industry's purchasing decisions. Such research has never before been done in Bangladesh's lubricant sector.
- Regarding the impact of various external factors on consumer behavior in Bangladesh's lubricant sector, no study was conducted.
- Previous research was conducted based on Convenient Non- Probability Sampling Giao, H. N. (2018). Collecting data based on Judgment Sampling would be better representative.
- Previous research on the factors that impact lubricant brand choice in Bangladesh has not been carried out. Because of variations in cultural, sociological, physiological, and other aspects, it would not be appropriate to draw conclusions from the analysis of study data from other nations.

Regarding the gaps in the literature review, the following research questions have been prepared for this study. The following are the research questions:

Main question

What are the factors that influence the buying decision of lubricant buyers in Bangladesh?

Sub question

- i. What is the influence of brand image on the buying decision of lubricants?
- ii. What is the influence of price on the buying decision of lubricants?
- iii. What is the influence of performance quality on the buying decision of lubricants?
- iv. What is the influence of availability on the buying decision of lubricants?
- v. What is the influence of promotional activities on the buying decision of lubricants?

Five variables are primarily being considered for the study based on the findings of previous studies and exploratory research. These five variables are considered to have a general influence on consumers' purchasing decisions for lubricants. Product quality, price, availability, brand image, and promotional activities are all variables. The variables are product’s quality, price, availability, brand image and promotional activities.

The framework is clarified in figure

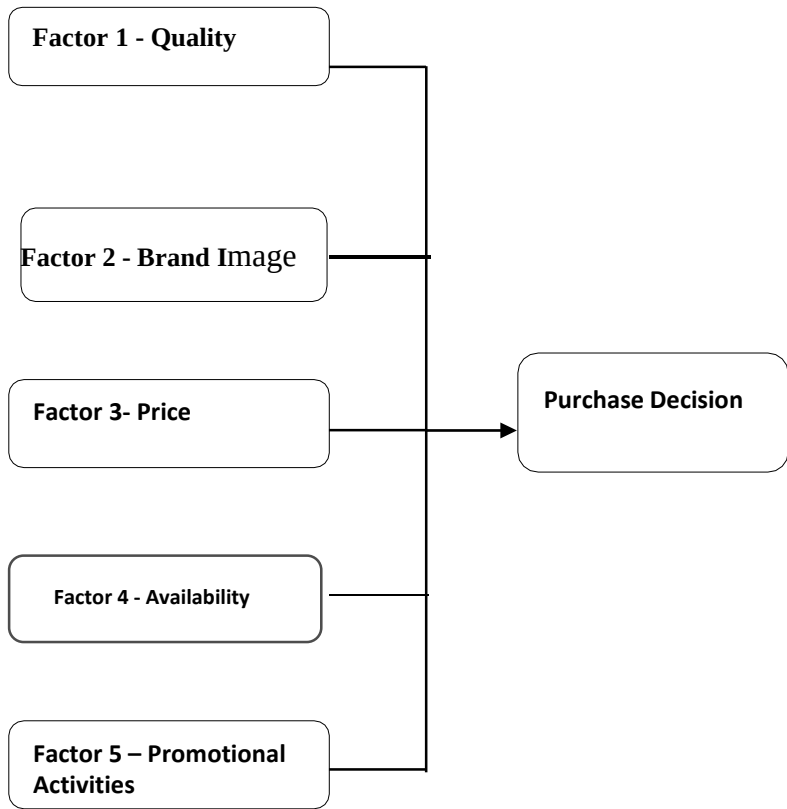


Figure 1: Framework of Factors Influencing the Purchase Decision of Lubricants

1.4 Objective of the Study

The study's primary objective is to investigate the factors influencing Bangladeshi lubricant consumers' purchasing choices. The following particular objectives will help the research meet its overall goal:

- Gaining knowledge about the lubricant industry in Bangladesh with the help of garage technicians and salesmen from different retail outlets.
- Identifying the effect of brand image for influencing the buying decision of lubricants.
- Looking at how much a lubricant's price influences that choice.
- Analyze how quality influences that decision.
- Determining the impact of availability on lubricant buying decisions.
- The influence of marketing initiatives on customer purchasing decisions.

1.5 Methodology of the Study

The research design, data collecting strategy and sources, data analysis techniques, validity and reliability, and ethical issues during research are all included in the methodology portion of the study.

1.5.1 Design of Research

The method of research used in this study is qualitative. The study utilizes a method of exploratory research and focuses on understanding the influences of many elements on the buyer's decision. The study's focus has been narrowed to examine the elements that impact Bangladeshi consumers' choices to purchase lubricants in order to meet its goals. Relevant data and information were gathered from the company's responsible staff as well as from historical records.

1.5.2 Types of Data

For this study, information was gathered from primary and secondary sources. The fundamental structure of the research was carried out utilizing secondary data earlier than moving forward with primary data. Primary data was gathered by semi-structured questionnaires and in-person interviews with a sample of respondents. In addition to being provided in the table and diagram, the facts and information have been analyzed in the content analysis form. The replies of the

respondents have been analyzed and interpreted using Microsoft Excel. To better understand the results, the replies are being manually converted into numerical data.

Primary Source:

The Ranks Petroleum Limited executives, dealers, lubricant store owners, and automobile garage technicians in different areas of Bangladesh provided the main data via semi-structured (open-ended, informal interviews) using pre-prepared questions.

To conduct the study, I had a semi-structured, direct and personal interview with the Head of Sales department, Head of marketing department and sales analytics of Ranks Petroleum Ltd. The interview was conducted for 45 minutes to 1 hour for getting insights about several influencing factors like price of Shell lubricants, products quality, the role of promotional activities, word of mouth during buying process etc.

10 dealers of Ranks Petroleum Limited, 10 lubricants shops owners, 10 automobile garages mechanics, and 20 individual consumers have been selected for conducting this study. They have been interviewed to collect data from them about their preference and priority on ‘price’, ‘quality’, ‘availability of product’, ‘brand image’ and ‘promotional activities’ while making a purchase of lubricants by having respondents complete semi-structured questionnaires.

Secondary Source

The secondary research will be conducted via various discussion boards in online journals, newspaper supplements on lubricants, and related studies on the elements that influence consumer purchasing decisions. Below are a few secondary sources of information that were gathered:

- Official website of Ranks Petroleum Ltd and Shell lubricants.
- Some published and unpublished research paper on factors influencing consumer buying decision.
- From any information regarding lubricant industry.

1.5.3 Scope

The objective of this research is to identify the key variables that affect lubricant purchasers' choices to buy. A multitude of variables impact the choice of products made by customers. Performance, quality, cheaper price, higher API (American Petroleum Institute) grade, and brand value/goodwill are the characteristics that Ahmed (2016) found to influence consumers' choice of commercial vehicle lubricant products. Sisay, A. (2017) examined determinants of car buying, including cost, brand image, dealer accessibility, and availability of spare parts, in another research. The purpose of the research was to determine the several elements that affect lubricant choices, including price, brand image, availability, quality, and promotional activities.

1.5.4 Study Limitations

This research only considers the variables that affect lubricant-related consumer purchase choices. This was a qualitative research that was obviously more concerned with in-depth comprehension than with generalization. So far, no local surveys were available to create a starting point. Communication with the diesel passenger cars' owner was difficult. It was difficult to extract the required answer as respondents do not actually know what they really feel about the area of the study. Moreover, many respondents didn't want to participate in such interview. Secondly, the study's samples were sufficient to enable the formation of proper conclusions for its objectives. It cannot be considered as typical of further potential new studies using more representative samples.

Chapter 2: Organization Overview

2.1 Introduction of Shell lubricant

SHELL is a British multinational oil and energy company, and their engine oils are exclusively manufactured in their own facilities around the world. Shell Transport and Trading Company Limited and another Dutch company, Royal Dutch Petroleum Company, merged in 1907 to form the Royal Dutch Shell Group. SHELL has never looked back since, and has begun to provide high-quality products all over the world. For their products, this company adheres to international lubricant standards such as API, JASO (Japanese Automobile Standard Organization), MA, and others. In Bangladesh, official SHELL lubricants are imported from various distribution points of SHELL.

Shell Lubricants is a global leader in the lubricants industry, with a presence in more than 100 countries and has a strong presence in emerging markets such as China and India. The company's product portfolio includes engine oils, transmission fluids, hydraulic fluids, gear oils, greases, and coolants.

Shell Lubricants retains its status as the leading global supplier of finished lubricants for a 16th consecutive year, according to the 20th edition of Kline & Company's report Global Lubricants: Market Analysis and Assessment 2021. Shell was there with the early pioneers of motorsport, helping to fuel their dreams of turning a new mode of transportation into an exciting way to compete. Shell is still involved today, collaborating with race teams at tracks all over the world, from Formula 1 to MotoGP to Nascar.

Shell lubricant entered Bangladeshi market in early 1990s and operates through its local subsidiary, Shell Bangladesh. Shell operated the Bangladeshi market by selling lubricants to businesses and consumers. It started its operations with a lubricants blending plant in Dhaka..The company has a strong presence in the country's automotive lubricant market, offering a wide range of products to meet the needs of different vehicle types and operating conditions. In addition to automotive lubricants, Shell Bangladesh also offers industrial lubricants for various applications, such as hydraulic systems, compressors, and gears. In addition to its product offerings, Shell Lubricants is also known for its innovative technologies. The company has developed advanced lubricants such as Shell Pure Plus Technology, which is a gas-to-liquids process that converts natural gas into high-quality base oil. Shell Lubricants offers a

range of digital solutions, including Shell Lube Advisor, which helps customers select the right lubricant for their specific application and also offers a variety of services, such as lubricant analysis and lubricant management. It has been successful in capturing a significant market share in the country.

As of now, there are six Shell lubricant distributors in Bangladesh. They are:

Ranks Petroleum Ltd, A.H. Group, BPC Lubricants Ltd, Eastern Lubricants Ltd, Haque Brothers Ltd, Islam Group.

2.2 Introduction of Ranks Petroleum Ltd (RKPL)

Ranks Petroleum Ltd (RKPL) is a Bangladeshi private company that was founded in 1995 that operates in the energy sector. The company is primarily engaged in the distribution and marketing of petroleum products, including diesel, gasoline, and lubricants. Ranks Petroleum Ltd. is the Macro Distributor of Shell Lubricants in Bangladesh. Among the 130 macro distributors of Shell Lubricant Ranks Petroleum Ltd is one of the leading distributors in Bangladesh.

In 2004, Shell joined forces with RANCON company Ranks Petroleum Limited. Ranks Petroleum & Shell are more committed than ever to gaining a sizable market share with this top worldwide brand after 16 years of business relationships. The primary responsibility for marketing and distribution is handled by Ranks Petroleum Limited. According to the industry research of Bangladesh Lubricants Market Analysis, Ranks Petroleum Ltd. (RKPL) is the second largest firm active in the Bangladesh lubricants market.

In addition to offering consumers high-quality fuels, Ranks Petroleum also manages a network of fuel stations across Bangladesh. The business places a high priority on client happiness and has put in place a number of efforts to improve the quality of its services, including online payment systems, loyalty programs, and mobile apps for purchasing and tracking fuel.

2.3 Company's Current Objectives:

- Maximizing profits through efficient and cost-effective distribution processes.
- Maintaining compliance with governmental regulations and ensuring safe operations for employees and the community.
- Expanding the company's customer base and market share through effective marketing and sales strategies.
- Ensuring a reliable and secure supply chain for the company's products.
- Building and maintaining strong relationships with stakeholders, including customers, suppliers, employees, and the community.

2.4 Values

The business is dedicated to upholding the greatest ethical standards and abiding by a set of guiding principles, which include:

1. **Quality:** They are committed to delivering high-quality petroleum products that meet or exceed their customers' expectations.
2. **Safety:** They prioritize the safety of their employees, customers, and the communities they serve.
3. **Integrity:** They act with honesty, transparency, and respect in all their business dealings.
4. **Customer Satisfaction:** They are dedicated to providing exceptional service and building strong, long-term relationships with their customers.
5. **Innovation:** They strive to continuously improve their products and services through innovation and the application of new technologies.

These values reflect Ranks Petroleum Ltd.'s commitment to conducting business with integrity, excellence, and customer focus.

2.5 Mission

- ❖ To provide high-quality petroleum products and services to customers in Bangladesh while maintaining the highest standards of safety, health, and environmental protection.
- ❖ Respecting our employees' human rights and providing them with good and safe working conditions as well as competitive terms and conditions of employment.
- ❖ To promote the development and best use of the talents of our employees; to create an inclusive work environment where every employee has an equal opportunity to develop.
- ❖ To protect shareholders' investments while providing a long-term return
- ❖ To protect shareholders' investments while providing a long-term return
- ❖ Aim to be a leading petroleum company in the country by providing excellent customer service, offering innovative products, and continuously improving their operations.

2.6 Vision

Ranks Petroleum Ltd Bangladesh aims to be the most trusted and preferred petroleum company in Bangladesh by exceeding customer expectations, promoting sustainable development, and being a responsible corporate citizen. They strive to achieve this vision by investing in people, technology, and infrastructure to deliver value to their customers and stakeholders while ensuring long-term growth and profitability.

2.7 Product offering

Shell has a varied range of lubricants designed to meet your needs. Shell Lubricants offers a wide range of lubricant products for various industries, including automotive, construction, mining, marine, and manufacturing. Its brands such as Helix, Rimula, Rotella, Pennzoil, Spirax, Tellus, Omala and Gadus are the most preferred brands in their segments by lubricant customers.

B2B lubricant product lines

- Shell Rotella – Heavy Duty Engine Oils
- Shell Antifreeze/Coolants
- Shell Argina & Gadina – Power Engine Oils
- Shell Corena – Compressor oils
- Shell Diala – Transformer Oils
- Shell Gadus – Greases

- Shell Morlina – Bearing and circulating oils
- Shell Mysella – Stationary Gas Engine Oils
- Shell Omala – Gear oils
- Shell Risella X – Process Oils
- Shell Spirax – Axle and Transmission Oils
- Shell Tellus – Better than ever
- Shell Tonna – Slideways oils
- Shell Turbo – Turbine oils

B2C lubricant products

- Shell Helix Car Engine Oils
- Shell Advance Motorcycle Engine Oils
- Shell Rimula Heavy-Duty Diesel Engine Oils
- Shell helix fully synthetic motor oils
- Shell advance 4-stroke motorcycle oils
- Shell Rimula fully synthetic oils

Chapter 3 Project Part

3.1 Consumer Buying Decision Process

The consumer decision process helps marketers to identify how a customer completes the journey of buying a product. In order to design an effective marketing program it is essential to understand how consumers go through the buying process. The consumer buying decision process typically involves the following stages:

Problem Recognition

The buying process begins when buyers realize they have a need to fulfill. Needs can be caused by internal and external stimulation. This is the stage where the consumer recognizes that their vehicle or machinery requires lubricants to function properly. This could be due to a variety of factors, such as the need for regular maintenance, or the presence of a specific issue that requires attention.

Information Search

In this stage, the consumer gathers information about the different types of lubricants available in the market, as well as their features, benefits, and prices. The consumer may use a variety of sources for information and the sources are divided into 4 groups:

- a. Personal Sources:** recommendations from family, friends, neighbors, colleagues or experts.
- b. Commercial Sources:** advertisements, resellers, salespeople.
- c. General Sources:** online research, mass media, consumer organizations.
- d. Experiential Source:** ever using, handling or testing the product.

Evaluation of alternatives

Consumers evaluate the pros and cons of different options and choose the best alternative among the various products available. Consumers tend to use two types of her information when evaluating potential replacements. It is a list of brands from which to choose and the criteria used to evaluate each brand (Schiffman, Kanuk, 1999).

Once the consumer has gathered information about the different lubricants available, they will evaluate the alternatives based on factors such as quality, price, brand reputation, and compatibility with their vehicle or machinery.

Purchase Decision

After evaluating the alternatives, the consumer will make a purchase decision based on their perceived value and the benefits they expect to receive from the chosen lubricant.

There are two factors that affect the purpose of buying and buying decisions such as:

- The attitudes of others towards the products that the consumer chooses and the motivation of the consumer depend on the desires of others. The stronger the negative attitudes of others and the closer they are to consumers; the more likely consumers are to lower their willingness to buy.
- Unforeseen circumstances, for example when the quality of the requested product does not meet the consumer's wishes.

Post Purchase Evaluation

Following their purchase, a buyer will feel both satisfied and dissatisfied to varying degrees. Customers who have bought and used a product will also take action.

After using the lubricant, the user will assess the product based on many aspects, such as its overall value, efficacy, and convenience of use. In the event that the oil fulfills or surpasses their expectations, they are probably going to stick around and keep buying Shell lubricants.

3.2 The Stimulus-Response Theory

The Stimulus-Response (S-R) Theory analyzes consumer behavior using the black box concept. Stimulus-response theory suggests that people's behavior is influenced by environmental stimuli, which trigger a response or behavior. In the context of buying decisions for Shell lubricants, this theory suggests that various factors in the environment can influence a consumer's decision to purchase a particular lubricant product.

The stimuli that can influence a consumer's decision to buy Shell lubricants can be categorized into three types:

Personal Stimuli: Personal stimuli include the individual's own needs, preferences, and attitudes towards lubricants. For example, a person who values high-quality lubricants may be more likely to choose Shell lubricants over other brands.

Marketing Stimuli: Marketing stimuli refer to the various marketing efforts of Shell to promote its lubricant products. These may include advertising, sales promotions, packaging, and product placement. For example, if Shell runs an advertising campaign highlighting the quality and reliability of its lubricants, consumers may be more likely to choose Shell over other brands.

Environmental Stimuli: Environmental stimuli are outside variables, such as politics, economics, technology, and culture, that have an impact on a consumer's purchasing choice. These elements have a big impact on choosing what to buy. For instance, consumers could spend less on luxuries like expensive lubricants during a recession. However, during a period of economic expansion, people can have more money to spend and be more inclined to purchase high-end goods like Shell lubricants.

3.3 External Factors that Influence Consumer Buying Decision

The study found that buying decision done by the buyers strongly influenced by cultural, social, personal and psychological factors.

Culture Factor

This is the most important factor in consumer behavior. There are several cultural factors that can influence the buying decision of Shell lubricants in Bangladesh, including:

1. **Collectivism:** Bangladesh is a collectivist culture, which means that people tend to make decisions based on the needs and opinions of their family and community. As a result, word-of-mouth recommendations from friends and family can be a significant influence in purchasing decisions.
2. **Respect for authority:** Bangladeshi society places a great deal of respect on authority figures, such as experts and professionals. This means that recommendations from industry experts and mechanics can carry significant weight when it comes to buying lubricants.
3. **Environmental concerns:** Bangladesh is known for its beautiful natural landscapes, and many Bangladeshis are concerned about preserving the environment. As a result, lubricants that are marketed as eco-friendly or sustainable may be more attractive to some consumers.

4. **Culture:** In Bangladesh, there is a strong emphasis on maintaining relationships and social connections. This can influence buying decisions, as people may choose to purchase from brands that are popular among their social circle or have a positive reputation.

Social Factors

Sociological factors that influence buying decisions include things like reference groups, family influences, and social norms. There are several social factors that can influence the buying decision of Shell lubricants in Bangladesh. Here are some of the key factors:

1. **Family:** Family plays a significant role in Bangladeshi society, and buying decisions may be influenced by the opinions and recommendations of family members.
2. **Social class:** Bangladesh has a significant wealth gap, and social class can influence buying decisions. Individuals in higher social classes may be more likely to purchase higher-end lubricant products, while those in lower classes may prioritize affordability.
3. **Reference groups:** Reference groups are group of individuals that have a direct or indirect influence on one's attitudes and behavior. In Bangladesh, where social relationships and connections are highly valued, reference groups can have a particularly strong influence on buying decisions. Reference groups can provide valuable information about the quality and performance of Shell lubricants, particularly if members of the group have experience using the product.

Understanding these factors can help Ranks Petroleum Ltd to develop effective marketing strategies for the Bangladeshi consumers.

Personal Factors

There are several personal factors that may influence the buying decision of Shell lubricants in Bangladesh. Some of these factors include:

1. **Lifestyle:** Lifestyle factors such as age, income, and occupation can also influence a person's buying decision. For example, consumers who have a high disposable income, and own luxury cars may be more likely to purchase high-end lubricants such as Shell lubricants.

2. **Personality:** Personality traits can also influence a person's buying decision. For example, consumers who are conscientious and value high-quality products may be more likely to purchase Shell lubricants.
3. **Gender:** Gender roles and expectations can also influence buying decisions, as men are typically the primary consumers of lubricants in Bangladesh.
4. **Education:** Education levels can also influence buying decisions, as individuals with higher levels of education may have more knowledge about lubricants and be more discerning in their purchases.

Psychological Factors

One of the psychological factors here is the motivation of people in making purchase. There are several psychological factors that may influence the buying decision of Shell lubricants in Bangladesh. Some of these factors include:

1. **Perception:** Perception refers to how a person interprets and makes sense of information. Consumers may perceive Shell lubricants as high-quality products that will help maintain the performance and longevity of their vehicles.
2. **Motivation:** Motivation refers to the internal factors that drive a person to make a purchase. Consumers may be motivated to buy Shell lubricants because they want to ensure that their vehicles are well-maintained and that they are using high-quality products.
3. **Learning:** Learning refers to the process by which consumers acquire knowledge and experience that can influence their buying decisions. Consumers may learn about Shell lubricants through advertising, word-of-mouth, or their own previous experiences with the brand.
4. **Attitudes:** Attitudes are evaluations or feelings towards a particular product or brand. Consumers who have a positive attitude towards Shell lubricants may be more likely to purchase these products.
5. **Beliefs:** Beliefs are the convictions or acceptances in one's mind that certain things are true. Customers might think that Shell lubricants shield the engines of their vehicles better than other brands.

All things considered, the psychological aspects that affect Bangladeshi consumers' decisions to purchase Shell lubricants are intricate and might differ from person to person. Comprehending these aspects is crucial for marketers to develop marketing tactics that effectively resonate with their intended audience.

Some Other Criteria Include:

Marketing and Advertising: The effectiveness of marketing and advertising campaigns can also influence buying decisions, particularly among younger consumers who are more likely to be influenced by social media and other digital marketing channels.

Brand Loyalty: Bangladeshis tend to be very loyal to the brands they trust. This means that if a consumer has had a positive experience with Shell lubricants in the past, they are more likely to continue using them in the future, even if other options are available.

Chapter 4: Data Analysis and Major Findings

4.1 Factors Affecting the Making of Decisions

Consumers evaluate and contrast various brands according to how distinctive the service offered by their present employer is from the services they have selected from other businesses in their consideration set. The following elements have a big impact on what customers decide to buy:

4.1.1 Quality

Positive opinions on the product's quality have been voiced by the majority of dealers (respondents). The majority of respondents (55%) of the consumers (individuals, Shell dealers, owners of lubricant stores, and technicians of car garages) felt that the product's quality was adequate, indicating that the customers were concerned about the highest quality while using Shell lubricant goods. Shell lubricants are the most sought-after because of their constant quality. Users of Shell Lubricants: Vehicle owners don't require references since factors such lubricant viscosity and thickness, longevity, and optimal mileage significantly influence their purchase selections.

Type of Respondents	Quality		Total
	Good	Not Good	
Dealers	7	3	10
Lubricant Shop owners	8	2	10
Automobile garages mechanics	8	2	10
Individual consumers	16	4	20
Total	39	11	50

Table 1: Influence of the Quality of Shell lubricant in Buying Decision

From 50 respondents, 11 respondents rated the quality of Shell lubricant products was not good, 39 respondents considered quite good.

4.1.2 Brand Image

Around (30%) of the consumers (individual, dealers of Shell, lubricants shops owners, automobile garages mechanics) prefer Shell lubricants over other brands because of the brand popularity it holds. Shell lubricants are some of the highest quality products in the world. As Shell is a MNC brand, consumers perceive Shell products as world-class quality standard lubricant.

Type of Respondents	Brand Image		Total
	Good	Not Good	
Dealers	8	2	10
Lubricant Shop owners	7	3	10
Automobile garages mechanics	6	4	10
Individual consumers	15	5	20
Total	36	14	50

Table 2: Influence of Brand Image of Shell lubricant in Buying Decision

From 50 respondents found that 36 respondents considered the brand image of Shell lubricant products while purchasing. 14 respondents didn't consider the brand image compared to the price of lubricants

4.1.3 Price

Price has a big influence on market share and sales volume, which in turn affects what customers decide to buy. Following the study's conclusion, it was found that, if the price is reasonable given the product's quality, customers have no objections to buying Shell lubrication goods.

The results of a study and data analysis indicated that consumers' decisions to buy Shell lubricant are influenced by pricing. Alone 11 out of 50 clients with automobiles and motorbikes thought the price of Shell lubricants was reasonable. According to the majority of responders, Shell lubricants are pricey. The choice to purchase Shell Lubricants is significantly influenced by the excessively expensive price, even with their high-quality goods.

Type of Respondents	Price		Total
	Good	Not Good	
Dealers	5	5	10
Lubricant Shop Owners	5	5	10
Automobile garages mechanics	6	4	10
Individual Consumers	13	7	20
Total	29	21	50

Table 3: Influence of Price of Shell lubricant in Buying Decision

From 50 respondents who prefer purchasing Shell lubricant products, 29 respondents considered that the price is satisfactory according to quality, 21 respondents considered that the price of Shell lubricant products are higher than other brands.

4.1.4 Availability

This is the fourth variable that affects consumers' decisions to buy. Just two of the fifty consumers who own automobiles and motorbikes stated that they would be inclined to buy Shell lubricants if the lubricant shop didn't have their usual used brands. When customers want to purchase lubricants, they often go straight to the locations where the goods are offered for sale.

When it comes time to refill the engine lubricant on motorbikes, customers frequently go straight to car washes and repair shops that carry Shell products. In situations like this, when consumers need to switch or replace lubricants, the majority of consumers (39 out of 50) stay to their often-used brands.

Type of Respondents	Availability		Total
	Good	Not Good	
Dealers	4	6	10
Lubricant Shop Owners	3	7	10
Automobile garages mechanics	3	7	10
Individual consumers	8	12	20
Total	18	32	50

Table 4: Influence of Availability of Shell lubricant in Buying Decision

From 50 respondents, only 18 respondents wanted to replace their regular lubricant with Shell lubricant when they went to workshops to change the lubricant. Most of the respondents didn't want to change lubricants on basis of availability.

4.1.5 Promotional Activities

The majority of individual customers (about 78%) stated that they were unaware of any firm advertising or sales promotion since Ranks Petroleum exclusively engages in promotional activities with dealers, mechanics, and vendors rather than with Shell lubricant users.

Ranks Petroleum Limited did not use the appropriate advertising strategies and tactics. Signage, stickers, discounts, and incentives are the only promotional tools it offers to garage mechanics and shopkeepers. The corporation organized program with motorcyclists and developed several promotions to promote sales. Additionally, it offers dealers a variety of incentives to close more agreements with certain customers.

Type of Respondents	Promotional activities		Total
	Good	Not Good	
Dealers	6	4	10
Lubricant Shop Owners	7	3	10
Automobile garages mechanics	6	4	10
Individual Consumers	2	8	20
Total	21	29	50

Table 5: Influence of Promotional Activities of Shell lubricant in Buying Decision

From 50 respondents who knew about Shell lubricant, only 21 respondents claimed that they are influenced by the promotional activities of Ranks Petroleum. The majority of the respondents are unaware of any promotional activities of Ranks Petroleum Ltd.

Other Influencing Variables

1. A reference from a trusted person is also a key component in lubricant buying decisions. These reference groups consist of friends who have used Shell lubricants, mechanics, and other owners of trucks and buses.

2. Word-of-mouth promotion is one factor in the decision to choose Shell. The respondents still use Shell lubricants after receiving advice from a reliable customer. According to respondents' remarks, decision supports include mechanics who recommended what was best for their vehicle and close family members they trust for advice on their cars.

3. Customer demand is another factor that also influence purchase decision of dealers, mechanics and lubricant shop owners. When a specific product is on high demand, retailers only focus on meeting up the customer needs despite higher price of the product.

4.2 Discussing the collected data

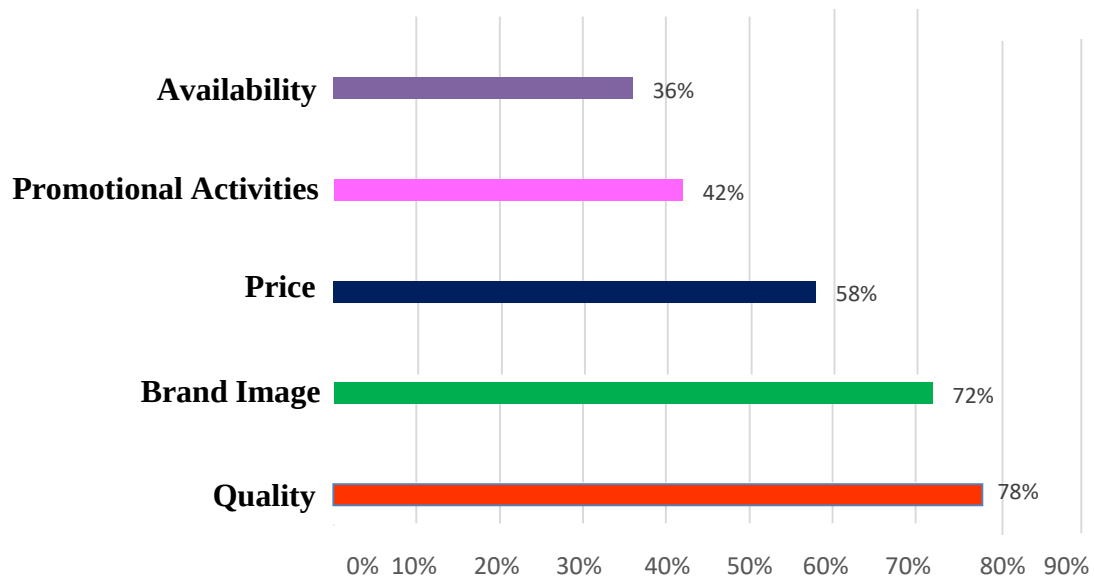
The choice to purchase Shell lubricants in Bangladesh is positively influenced by the criteria involved. According to this research, the most important element influencing consumers' decisions to purchase Shell lubricants is "quality." When utilizing Shell lubrication products, the majority of respondents (78%) of customers have thought about the highest quality.

"Brand Image" is the second influential element. For the 16th year running, Shell is the market leader for lubricants globally. Approximately 72% of the participants stated that they utilize Shell lubricants due to the high level of brand recognition.

"Price" is the next crucial aspect. When making purchases, customers frequently compare the costs of Shell lubricants with those of other brands, such as Mobil, Motul, etc. Survey results and data analysis revealed that, after brand image, 58% of respondents said price was the deciding factor when choosing to buy Shell lubricant.

The two criteria that have the least impact on the decision to buy Shell lubricants are "Promotional activities" and "availability." Individual customers (36%) typically go straight to the locations where the items are offered for sale or to the mechanics to replenish the lubricant in automobiles and motorbikes that have Shell products installed. Studies and data research revealed that about 42% of individual customers respond to promotions, discounts, and special offers. Following open-ended interviews with mechanics and dealers, it was discovered that a few crucial aspects—word-of-mouth, social factors like reference groups, psychological factors like outside stimuli, and societal factors like social media—also matter when deciding which Shell lubricant to use.

Factors Influencing Consumer Buying Decisions



Source: Responses of the open ended Questionnaire

Figure 2: Factors Influencing Consumers Buying Decisions

Chapter 5: Activities Performed

My internship period was 3 months where I performed different types of activities. And 1st time practically, I learned organizational behavior/ culture, how to communicate with the senior boss, how to report to the boss, and how to complete work within time. My responsibilities during the internship period are:

5.1 Stock Report:

We have a dashboard -T&S software. Here the dealer inputs their daily closing and opening stock amount. From this software I downloaded the data and a report is created where the amount is shown to be sold and what the amount left. Then I forecast the amount and make daily stock reports. It provides ideas about future sales as required (Like: Daily, Weekly, Monthly, and Also yearly).

5.2 Operate ERP & Shell Agami:

ERP is basically an option of Shell Agami App. In our Shell Agami apps, I download the daily product movement report. Here, we use QR scanning to continue the operation. In a word, where is the current location of the product we can know through it. Because the product is scanned everywhere until the hands of the customer from the warehouse. Here in every stage we provide rewards for scanning. Different types of steps are taken in different situations after tagging the location through it. We have already 7000 plus onboard mechanics in this app. They regularly sell our product and scan by the apps and get money. I verified the information and activated the ID. If anyone faces any problem related to QR code scan and ID issues, I can also solve this problem by admin access.

5.3 Operate Shell BD:

This app is for the customer. We always have many campaigns for the customer (Like The Moto GP campaign). The customer has to download the shell BD app and open an I'd there. I activated their ID. After activated they can use the ID, scan the product, and enjoy the campaign. They are informed through this app about the different campaigns. If anyone faces any problem related to QR code scan, ID issues, and campaign gift issues I can also solve this problem by admin access. Also, get feedback related to the product from the customer through

this app and make a report for higher authority for future plans. In a word, Shell BD makes the relationship between customer and company.

5.4 TSO Report:

Our TSO gives their everyday outlet visit attendance and check-out time in our dashboard T&S software. Through which the duration of their visit is known. I download the raw file and make a report of their daily activities. And the TSO also order product from the outlets. They have a daily target and I also check if they fulfill their target or not. And make a sales report of TSO bases and Area bases, which is presented to the reporting boss at the end of the day (before the office ends).

5.5 Maintains Customer & Mechanic Relationship:

If any mechanic faces any kind of problem with the Agami app they call me and I solve their issue. Many times they face QR code-related problems, and I have access to check and make a correction in the systems, these solutions are complete through me. Sometimes they ran out the stock, that time I called the TSO to visit their workshop and make an order. And if a customer faces any Problems related Shell BD app then I help them to solve that. I maintain Shell Agami and Shell BD apps from the backend.

Chapter 6: Recommendations & Conclusion

6.1 Recommendation

After analyzing the finding of this report, the study suggested some following recommendations to improve the current situation of the company. The recommendations are:

Maximizing Value

The majority of respondents thought that the costs of Shell lubricant products were more than those of other brands. The firm can concentrate on raising the value of lubricant goods because it exclusively distributes Shell lubricant in Bangladesh and does not manufacture any Shell products. To accept the price of Shell lubrication products, customers must be able to weigh the advantages they have received against what costs they have incurred. When expenses are weighed against effectiveness and caliber, consumers will be more understanding.

Improving Distribution Facilities

Respondents (mostly mechanics) who situated in rural areas conveyed that they faced difficulties in dealing with the dealers of the company because Shell lubricant products can only be obtained in official workshops. In this situation, the company needs improve its distribution facilities so that consumers can easily get Shell lubricant products so that consumers found difficulties in obtaining/consuming Shell Helix lubricant oil products.

Give individual customers priority.

Since most promotional programs are run for vendors and mechanics, the corporation needs to focus more on promotions for particular consumers. For clients to quickly discover and take part in the promotion programs, there should be clear alerts about them. The business has to monitor whether or not clients may get promotional goods. Agents do not deploy to customers since they receive complete promotional items from various companies.

Enhancing Marketing Strategy

Ranks Petroleum Ltd should develop a strong marketing strategy to increase the visibility of their lubricant products and distinguish them from their competitors. This strategy could involve various initiatives such as targeted advertising campaigns, strategic sponsorships, and impactful social media marketing. By implementing such a comprehensive marketing plan,

Ranks Petroleum Ltd can effectively showcase the unique features and benefits of their lubricant products to their target audience, leading to increased sales and enhanced brand recognition.

Building Customer Loyalty

Ranks Petroleum Ltd can maintain strong relationships with customers by providing exceptional customer service, such as offering a loyalty card program and sharing special discounts, offers and engaging with them regularly to understand their needs and preferences.

Improving Logistics and E- Commerce

To ensure timely delivery of products to customers and avoid delays in operations, Ranks Petroleum Ltd should prioritize efficient logistics and shipping processes. In addition, the company should improve its e-commerce platform by implementing a reliable delivery tracking system. This will allow customers to easily monitor the status of their orders and help minimize any issues or concerns that may arise during the delivery process.

6.2 Conclusion

As discussed in the findings, it may be concluded that it is the quality, brand image, price, availability and promotional activities that counts as the major factor in consumer purchase decision of lubricants. Quality and brand image are the two most important factors that influence consumers' lubricant purchasing decisions in Bangladesh. Price, availability, promotional activities and recommendation by friends, family or experts also play a significant role in the purchasing decision of consumers. The majority of consumers in Bangladesh tend to purchase lubricants based on their price and brand reputation, which reflects their preference for trusted and affordable options. By understanding and responding to these factors, Ranks Petroleum Ltd can influence consumer buying decisions and increase its market share.

To stay competitive in the Bangladesh lubricant market, the company must constantly monitor and adjust their marketing strategies to meet changing consumer preferences and expectations. In conclusion, to be successful in the lubricant market, Ranks Petroleum Ltd should focus on maintaining a competitive pricing strategy, building a strong brand image, providing high- quality products, ensuring wide distribution, and implementing effective marketing strategies to influence consumer buying decisions in the lubricant industry.

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