Resinnov
Delivering Research with Innovation

Global Automotive lubricant Market Overview

– Case Study

Overview

A global energy and lubricants leader aimed to evaluate performance across PVL and CVL segments in the automotive aftermarket, assessing brand health, purchase dynamics, recommendation behavior, and distributor effectiveness to unlock growth opportunities across markets.

Markets Covered

India China Indonesia Mexico Egypt France

Cities covered:
50+

Total interviews:
1,800+

Segments covered:
PVL & CVL

Fieldwork duration:
4–6 weeks

Methodology & Validation

Pen and Paper Interviews (PAPI)

Target: Workshop Decision Makers

To ensure authenticity and eliminate fraudulent entries:

- ✓ Photographs of each workshop/outlet were captured
- ✓ Business activity was visually verified
- ✓ Physical questionnaires were audited
- ✓ Back-checks were conducted on completed interviews

Field Execution & Challenges

Workshop owners limited availability during operational hours	1	Scheduling interviews during non-peak hours
Sensitivity around sharing commercial data (margins, recommendation ratios, purchase volumes)	2	Deploying locally trained field teams
Difficulty accessing CVL-heavy workshops in certain regions	3	Used translated questionnaires
Regional language variations and technical terminology differences	4	Implemented strict quota monitoring by vehicle segment (PVL vs CVL)

***22% reduction** in fieldwork timelines was achieved by deploying locally trained teams*

Study Outcomes

- Clear measurement of brand funnel performance across PVL and CVL
- Actionable growth levers tailored to each vehicle segment
- Evaluation of distributor engagement impact on loyalty
- Insights into recommendation-to-conversion gaps

WORK WITH US!

Unlock market nuances and identify high-potential niche segments.
We translate robust research into practical, actionable strategy.

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