A STUDY ON CUSTOMER FOCUS ON SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCES TO CASTROL LUBRICANTS

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ABSTRACT

This study investigates how Castrol Lubricants prioritizes its customers within its supply chain management practices. Through interviews, surveys, and literature analysis, we explore how Castrol integrates customer preferences into various supply chain processes such as inventory management and logistics. We examine the effects of this customer focus on efficiency, product quality, and customer satisfaction. By focusing on Castrol Lubricants, we aim to uncover insights into effective customer-centric supply chain management strategies and their challenges, providing practical recommendations for similar industries. This study investigates the efficacy of Castrol lubricants in enhancing the performance and longevity of industrial machinery. Through comprehensive experimentation and analysis, various parameters such as friction reduction, wear prevention, and temperature control are evaluated to determine the lubricants' effectiveness in real-world applications. The study employs both qualitative and quantitative methodologies, including laboratory tests and field observations, to provide a holistic assessment.

Keywords: Customer focus, Supply chain management, Castrol Lubricants, Customer preferences, Inventory management, Logistics

INTRODUCTION

This study explores how Castrol Lubricants prioritizes customer needs within its supply chain management practices. By investigating the integration of customer preferences across various processes, such as inventory management and logistics, we aim to uncover the impact on operational efficiency, product quality, and customer satisfaction. Through this examination, we seek to offer insights into effective customer-centric supply chain strategies applicable to similar industries. The overriding philosophy of CFSCM is that everyone in a customer's supply chain is linked to the customer, and that the supply chain is only as strong as its weakest link. The strategy of CFSCM is to establish collaborative relationships up and down the supply chain; from upstream raw material suppliers to downstream final users of the product or service. With CFSCM we seek new and better ways to acquire goods and services that will increase our customers' satisfaction and improve profitability

OBJECTIVES

- ➤ To investigate the extent to which a firm's customer focus drives several interlinked parts of SCM.
- ➤ To know the customer opinion about performance of supply chain management of the Castrol lubricants.
- ➤ To identify the customer awareness towards Castrol lubricants.
- ➤ To analyze satisfaction level of various activities of firm.

RESEARCH METHODOLOGY

- ➤ **Research design**: Descriptive Research and Analytical Research designs
- ➤ **Area of the study:** Coimbatore district.
- ➤ **Sampling technique:** Simple Random sampling.

➢ **Data collection:** Primary and secondary data.
➢ **Sample size**: 120.
➢ **Tools used for analysis:** Simple percentage method, chi-square, Weighted average method.

REVIEW OF LITERATURE

1. **Gunasekaran and McGaughey (2003**) extended the scope of SCM beyond material management, partnership, information technology to the Total Quality Management areas like management commitment, organizational structure, training and behavioural issues.
2. **Mouritsen et al. (2003**) discussed that basic hypothesis "the more integration (wider the scope)– the better the management of the chain" is not always true and proved that it depends very much on the "environment" of the supply chain and the power relations between the participants in the supply chain. Authors proposed a set of management techniques and tools to analyze successful SCM strategies.
3. **Koh and Tan (2006**) used the principles of fuzzy logic for analyzing and monitoring performance of suppliers based on the criteria of product quality and delivery time whereas **Chiu and Lin (2004)** showed how the concepts of collaborative agents and artificial neural networks (ANNs) can work together to enable collaborative supply chain planning (SCP).
4. **Sachan and Datta (2005)** it aims to link all the supply chain agents to jointly cooperate within the firm as a way to maximize productivity in the supply chain and deliver the most benefits to all related parties. However, Cousins et al. (2006); Sachan and Datta (2005); Storey et al. (2006) provided excellent review on supply chain management literature.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

OPINION REGARDING WHEN BUYING THE CASTROL			
1.	WHETHER YOU WILL GO IN SEARCH OF YOUR PREFERRED BRAND	35	29%
2.	YOU WILL BUY WHATEVER BRAND AVAILABLE FROM WHERE YOU BUY REGULARLY	58	48%
3	YOU WILL NOT BUY IF YOU PREFERRED BRAND IS AVAILABLE	27	23%
RESPONDENTS SOURCES OF KNOWLEDGE ABOUT CASTROL			
1.	TV	28	23%
2.	NEWS PAPER	20	17%
3.	MAGAZINES	55	46%
4.	OTHERS	17	14%
RESPONDENTS USING CASTROL PRODUCTS IN YEARS			
1.	LESS THEN 1 YEAR	20	17%
2.	1 TO 3 YEARS	43	36%
3.	3 TO 5 YEARS	24	20%
4.	ABOVE 5 YEARS	33	27%
TYPE OF VEHICLES WHICH ARE USED			

1.	BUS	51	43%
2.	LORRY	29	24%
3.	CAR	24	20%
4.	BIKE	16	13%

INTERPRETATION

From the above table (1.0) indicates that 48% of the respondents are ready to buy a available brand in the shop, 46% of the respondents source are from magazine, 36% of the respondents have 1-3 years using Castrol products, 43% of the respondents have using buses.

CHI-SQUARE

Hypothesis
H0 - There is no significant difference between Gender of the Respondents and Sources of Knowledge about Castrol products.
H1 - There is significant difference between Gender of the Respondents and Sources of Knowledge about Castrol products.

Chi-Square Tests	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.263	12	.000
Likelihood Ratio	28.635	12	.100
Linear-by-Linear Association	0.861	1	.243
N of Valid Cases	120		

INTERPRETATION

Since the calculated value is 28.635 which are greater than table value 21.263 at 12 degrees of freedom and 5% level of significance, we accept the alternate hypothesis. Hence there is significant association between using Castrol products in years and overall rating about Castrol products.

WEIGHTED AVERAGE METHOD

LUBRICANTS

Reasons	Weighted average					Total	Weighted Average	Rank
	5	4	3	2	1			
Price	22	20	24	22	32	338/120	2.81	III
	110	80	72	44	32			
Transaction times	27	22	25	20	26	364/120	3.03	V
	135	88	75	40	26			
	33	38	18	20	11	422/120	3.51	I

Elimination of intermediaries	165	152	54	40	11			
More information for retailers	23	23	26	30	16	361/120	3.00	IV
	115	92	78	60	16			
Trust /confidence	17	28	23	28	24	346/120	2.88	II
	85	112	69	56	24			

INTERPRETATION

From the table, it is clear that about the Elimination of intermediataries ranked first with the weighted average of 3.51, Trust /confidence ranked second with weighted average of 2.88, Price ranked third with weighted average 2.81, More information for retailers ranked fourth with weighted average of 3.00 and transaction times ranked fifth with weighted average 3.03.

FINDINGS

Findings of Simple percentage analysis:

- ➢ Most 48% of the respondents opinion regarding when buying the Castrol was they will buy whatever brand available from where they buy regularly.
- ➢ Most 46% of the respondent's sources of knowledge about Castrol was through magazines.
- ➢ Most 36% of the respondents were using Castrol products for 1 to 3 years.
- ➢ Most 43% of the respondents were using bus.

CHI-SQUARE

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SUGGESTIONS

The suggestions are gathered from public to improve the prime tools product according to customer focus. They can improve their brand image in the presence of customer by demonstration. They have to improve their supply chain process for an effective utilization of products among customers. They have to make awareness about the product among people by advertisements. They have to focus not only on products satisfaction but also supply chain management and logistics also.

PRICE

- ➢ Customers need products in reduced prices as given by the competitors.
- ➢ Offers have to be given for more period of time as most of the customers are ready to change their purchase plan seeing the offers given.
- ➢ The discount visibility in the outlet has to be increased to a great manner.

OUTLET

- ➢ As most of the customers come to outlet because of its proximity to their house all the products needed by the customers have to be in outlet at any time.
- ➢ More types of products with high quality to be sold in the outlet.

AWARENESS

- ➢ Television ads were clearly remembered by some customers, hence the frequency has to be increased as more number of people are influenced by this medium.
- ➢ Leaflets have reached a good number of customers. Hence, the distributions of leaflets have to be made more frequently in order to attract new customers to the outlet.

BRAND IMAGE
- ➢ They can improve their brand image in the presence of customer by demonstration.

CONCLUSION

Customer Focus will help to learn customer buying attitude. In Prime tools not get much more awareness from public, so kindly to improve the advertisements and other improvements process such as to introduce offers. The study has been conducted at Castrol proudcts. The company has become a leading in tools producers.

A survey was conducted with 120 respondents in the company by using questionnaire to collect the information's from the respondents. After gathering the information's, the researcher has analysis the data by interpreting the various tools. Based on the analysis, the researcher has given some suggestions to the management to develop customer focus.

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