

REPOSITIONING OF BRAND AND INCREASING THE CUSTOMER LOYALTY OF
PSO LUBRICANTS



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ABSTRACT

The progression of a business as an economic action place the steps for organizations to create and design their products and services in such a way that they attract numerous parts of the society whether they are corporate or individuals. The benefit is accrued to business in its major concerns when it generates revenue. The returns are the basic necessity for any business the so that it can sustain the process or its activities and in this way, the organization can develop more returns and make certain permanence, steadiness and growth of their businesses. The study is conducted on PSO product knowledge that customers have that are available in the market along with positioning strategies.

The rationale of my project was to form how motor oil product related variables along with producer company marketing practices impacts the satisfaction level of customers. The preliminary position for the organization would be the awareness that existing and prospective customers have about your product, service, or company. The situation calls for objective research and analysis as the existing perceptions are important because you cannot change minds easily. The need is only to position these products in customer minds and ensure an easy availability so that customers have a very positive image about the product. The activities that a company has taken to satisfy customers with its products help in developing loyalty among them. This eventually leads to increase its market share and obtain a position distinctive relative to competitors.

The study was conducted through questionnaire and distributed among vehicle users in Islamabad. The target population was university students and I selected a random sample of 120 students. The data collected was analyzed using percentages. The results drawn clearly show the picture about the PSO company and its oils and lubricants. The sample study shows the result that PSO brand image has been deteriorated due to new entrants in the market. The company has a prevailing perception of low quality in its products especially of impurities added to its oils and lubricants. The company however, has a better perception of its prices charged that is why it can leverage this notion and present its oils and lubricants in the market with the enhanced image of quality. The company must ensure its audience that its products and all verities are meeting the international standard of products. This is the way PSO can retain back its positioning in the market and leverage its position that held back to history.

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