

## **Valvoline Instant Oil Market Research Report**

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**Introduction**

Valvoline is the parent company of Valvoline Instant Oil Change, formerly known as Valvoline Rapid Oil Change. Valvoline Instant Oil first began their drive-up automotive services in 1985. Before then, consumers were limited to traditional automotive services which require an appointment, or DIY services performed by themselves, a family member, or a friend.

In modern society, people expect fast services with high quality. Not only is faster living becoming more normalized, but people often lack the time to maintain their vehicle's needs from working a traditional 9-5 job. Thanks to Valvoline and other competitors that offer drive-up automotive services, people can accomplish their everyday tasks and find the time to keep up with their vehicle's needs.

The purpose of the survey is to help determine consumer's value and perception of Valvoline's services from prior usage. The report performs several statistical tests which generated statistically significant findings. The following research inquires: what strategies can Valvoline Instant Oil employ to improve competitive advantage? How can Valvoline Instant Oil increase its customer base and ensure loyalty of its customers?

## The Sample

Data was collected in the method of internet convenience sample from relatives and friends. The survey was distributed to 30 individuals using Google Forms. Out of the 30, only 10 moved forward with participation in the survey.

### *Limitations*

The sample of collected data lacked diversity. The sample was predominantly based on participants of white race who live in rural and suburban locations.

## Data Analysis

**TABLE 1: T-Test**

### Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Important_Reputation	Female	5	.60	.548	.245
	Male	5	.60	.548	.245
Important_FastService	Female	5	.20	.447	.200
	Male	5	.20	.447	.200
Important_Location	Female	5	1.00	.000	.000
	Male	5	.80	.447	.200
Important_Reliability	Female	5	.00	.000	.000
	Male	5	.60	.548	.245
Important_Quality	Female	5	.40	.548	.245
	Male	5	.60	.548	.245
Important_Price	Female	5	1.00	.000	.000
	Male	5	.40	.548	.245

**TABLE 2: T-Test**

**Group Statistics**

	Used_Before	N	Mean	Std. Deviation	Std. Error Mean
Education_completed	No	3	1.33	.577	.333
	Yes	7	3.00	1.291	.488
Employment	No	3	2.00	.000	.000
	Yes	7	1.71	.488	.184
Income	No	3	4.33	1.528	.882
	Yes	7	3.43	1.512	.571
Age_years	No	3	4.33	2.082	1.202
	Yes	7	2.29	.756	.286

**TABLE 3: T-Test**

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Important_Reputation	Equal variances assumed	.000	1.000	.000	8	1.000	.000	.346	-.799	.799
	Equal variances not assumed			.000	8.000	1.000	.000	.346	-.799	.799
Important_FastService	Equal variances assumed	.000	1.000	.000	8	1.000	.000	.283	-.652	.652
	Equal variances not assumed			.000	8.000	1.000	.000	.283	-.652	.652
Important_Location	Equal variances assumed	7.111	.029	1.000	8	.347	.200	.200	-.261	.661
	Equal variances not assumed			1.000	4.000	.374	.200	.200	-.355	.755
Important_Reliability	Equal variances assumed	96.000	<.001	-2.449	8	.040	-.600	.245	-1.165	-.035
	Equal variances not assumed			-2.449	4.000	.070	-.600	.245	-1.280	.080
Important_Quality	Equal variances assumed	.000	1.000	-.577	8	.580	-.200	.346	-.999	.599
	Equal variances not assumed			-.577	8.000	.580	-.200	.346	-.999	.599
Important_Price	Equal variances assumed	96.000	<.001	2.449	8	.040	.600	.245	.035	1.165
	Equal variances not assumed			2.449	4.000	.070	.600	.245	-.080	1.280

Table 3 examined if there was a difference between gender and importance of reputation, fast services, location, reliability, quality, and price. Overall, gender and price along with gender and reliability appear to be statistically significant (Reliability=.04 / Price= .04). There is a statistical significance between gender and what they find important when choosing a company for their automotive services.

**TABLE 4: T-Test**

		Independent Samples Test					t-test for Equality of Means			
		Levene's Test for Equality of Variances							95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Education_completed	Equal variances assumed	8.800	.018	-2.092	8	.070	-1.667	.797	-3.504	.171
	Equal variances not assumed			-2.820	7.806	.023	-1.667	.591	-3.035	-.298
Employment	Equal variances assumed	10.667	.011	.980	8	.356	.286	.292	-.387	.958
	Equal variances not assumed			1.549	6.000	.172	.286	.184	-.166	.737
Income	Equal variances assumed	.052	.826	.865	8	.412	.905	1.046	-1.507	3.317
	Equal variances not assumed			.861	3.808	.440	.905	1.051	-2.072	3.881
Age_years	Equal variances assumed	6.045	.039	2.413	8	.042	2.048	.849	.091	4.004
	Equal variances not assumed			1.658	2.230	.226	2.048	1.235	-2.775	6.870

Table 4 provides another significant T-test with prior service usage of Valvoline and respondents education level, employment status, income, and age. Out of the test variables, age appears to be significant in prior usage of Valvoline (Age=.042).

**TABLE 5: Correlations**

**Correlations**

		Important_Re liability	Age_years
Important_Reliability	Pearson Correlation	1	.649
	Sig. (2-tailed)		.042
	N	10	10
Age_years	Pearson Correlation	.649*	1
	Sig. (2-tailed)	.042	
	N	10	10

\*. Correlation is significant at the 0.05 level (2-tailed).

Table 5 examined the correlation between age and importance in reliability. The P-value shows statistical significance at the .042 level, where the R-value shows a positive correlation at the .649 level. We can conclude that as age increases, the importance of reliability also increases.

**TABLE 6: Crosstabs & Chi-Square**

**Crosstab**

Count		MaritalStatus			Total
		Never married	Married	Divorced	
Services_AfterPurchaseE xp	Very satisfactory	4	2	0	6
	Delightfully	0	0	1	1
Total		4	2	1	7

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.000 <sup>a</sup>	2	.030
Likelihood Ratio	5.742	2	.057
Linear-by-Linear Association	3.846	1	.050
N of Valid Cases	7		

The Pearson Chi-Square test in Table 6 shows statistical significance at the .03 level between marital status and respondents after purchase experience with their services at Valvoline. Those who were never married responded that they were very satisfied with their after-purchase experience more than those who were married or divorced.

**TABLE 7: Frequency Tables**

**Important\_Price**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	3	30.0	30.0	30.0
	Yes	7	70.0	70.0	100.0
	Total	10	100.0	100.0	

**Important\_Quality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	50.0	50.0	50.0
	Yes	5	50.0	50.0	100.0
	Total	10	100.0	100.0	

**Important\_Reliability**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	70.0	70.0	70.0
	Yes	3	30.0	30.0	100.0
	Total	10	100.0	100.0	

**Important\_Location**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	10.0	10.0	10.0
	Yes	9	90.0	90.0	100.0
	Total	10	100.0	100.0	

**Important\_FastService**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	80.0	80.0	80.0
	Yes	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

**Important\_Reputation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	40.0	40.0	40.0
	Yes	6	60.0	60.0	100.0
	Total	10	100.0	100.0	

The importance of location was recorded the most by respondents, following in order with price, reputation, quality, reliability, and fast services.

**Recommendations**

- Since respondents who were never married were the most satisfied with their after-purchase experience at Valvoline, Valvoline should focus on improving the after-purchase satisfaction with those who are married or divorced. They should address areas including warranty, repair, and customer service.
- Valvoline should focus on the locations of their drive-up services. The location of Valvoline Instant Oil appears to be most important to respondents, with price and



reputation closely following in importance. Valvoline can invest in opening new operations to be more accessible to their customer base.

- There's a positive correlation between age and importance in reliability, meaning as age increases, the importance of reliability also increases. For Valvoline to capture the older target market, they should focus on positioning themselves as a reliable company.