

# CASE STUDIES

## BIKERS STUDY

### Overview

This case study presents a qualitative market research project conducted in Bangkok, Thailand, focusing on performance motorcycle owners and their engine oil usage behavior. The study was designed to understand decision-making, preferences, and usage experience related to premium fully synthetic engine oils, including Castrol and competitor brands

### Objectives

- To understand engine oil usage behavior among performance motorcycle owners
- To explore decision-making processes related to engine oil selection
- To compare Castrol users with competitive brand users at a high level
- To gather qualitative insights from verified, highly involved riders

### Research Result

- Successfully recruited highly relevant and engaged motorcycle owners
- Ensured credibility of insights through strict screening and validation
- Generated structured qualitative understanding of rider behavior and oil selection logic
- Provided a strong foundation for brand and product-level evaluation

### Background

The premium motorcycle engine oil segment is driven by performance-oriented riders who actively participate in maintenance decisions and prefer independent workshops over authorized service centers.

To generate meaningful insights, the research required carefully screened respondents who are real motorcycle owners, regular riders, and primary decision-makers in engine oil purchase

### Methodology

- Method: Offline In-Depth Interviews (IDI)
- Duration: 90–120 minutes per respondent
- Location: Bangkok, Thailand
- Target Group: Male motorcycle owners aged 22–40
- Key Criteria:
- Performance motorcycle owners (200cc and above)
- Regular riders using motorcycles mainly for leisure or high-performance riding
- Primary decision-makers in engine oil purchase
- Users of fully synthetic engine oil
- Prefer independent workshops over authorized service centers
- Brand Split:
- 30% Castrol POWER1 ULTIMATE users
- 70% competitive brand users
- Quality Control:
- Multi-step screening with strict exclusion rules
- Ownership and usage verification through documentation