CHAPTER - X

FINDINGS
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FINDINGS

This is the pre concluding part of the study presenting the findings in the backdrop of demographic factors of respondents. Findings of the study are presented precisely in consistency and sequence of the objectives articulated for the research.

Objective -1


Customer Centric

Very High to High ratings are registered in Age and Gender closely followed by High ratings in Education, Occupation and Income groups for all elements.

Price Centric

Low to High ratings are registered in Gender, Education, Occupation and Income except in Age group for all elements.

Exchange

High ratings are confirmed in all demographic factors for all elements.

Pre Owned Cars

High ratings are confirmed in all demographic factors for all elements.

Objective -2

“To Assess the Intensity of Sales Promotion Factors ‘After Sales Service’ and ‘Online Service’ on Customer Retention.”

After Sales Service

High ratings are registered in all demographic factors for all elements.

Online Service

High to Very High ratings are registered in Age, Gender, Education and Occupation closely followed by very High rating in Income groups for all elements.
Chapter - X Findings

Objective -3

"To Assess the Intensity of Sales Promotion Factors ‘Sample’, ‘Freebies’ and ‘Contests’ on Customer Retention."

**Sample**

*Very High* ratings are registered in all demographic factors for all elements except in *income* group which registered only *high* rating.

**Freebies**

*High to Very High* ratings are registered in all demographic factors for all elements.

**Contests**

*High to Very High* ratings are registered in all demographic factors for all elements.

Objective -4

"To Assess the Intensity of Sales Promotion Factors ‘Advertisement’ and ‘Direct Marketing’ on Customer Retention."

**Advertisement**

*Very High* ratings are registered in *Gender Education* and *Income* closely followed by *High to Very High* ratings in *Age* and *Occupation* groups for all elements.

**Direct Marketing**

*High to Very High* ratings are confirmed in all demographic factors for all elements.

Objective -5

"To Assess the Intensity of Sales Promotion Factors ‘Warranty’, ‘Guaranty’ and ‘Annual Maintenance Contract’ on Customer Retention."

**Warranty**

*High to Very High* ratings are confirmed in all demographic factors for all elements.
Guaranty

High to Very High ratings are registered in Age and Gender closely followed by low to very High ratings in Education, Occupation and Income groups for all elements.

Annual Maintenance Contract

High to Very High ratings are registered in Education Occupation and Income groups, very High ratings in Gender closely followed by high rating in age groups for all elements.

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