CHAPTER - XI

CONCLUSIONS
CONCLUSIONS

OBJECTIVE - I

"To Assess the Intensity of Sales Promotion Factors 'Customer Centric', 'Price Centric' 'Exchange' and 'Pre Owned Cars' on Customer Retention."

Customer centric

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.

Price Centric

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.

Exchange

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.

Pre Owned Cars

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.

OBJECTIVE - II

"To Assess the Intensity of Sales Promotion Factors 'After Sales Service' and 'Online Service' on Customer Retention."

After Sales Service

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.
OBJECTIVE - III

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

Sample

‘Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers’.

Freebies

‘Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers’.

Contests

‘Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers’.

OBJECTIVE – IV

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

Advertisement

‘Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers’.

Direct Marketing

‘Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers’.
Chapter - XI

OBJECTIVE - V

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

**Warranty**

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.

**Guaranty**

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.

**Annual Maintenance Contract**

'Subsequent to findings establishing a higher intensity relationship the study concludes sustenance of the pace or enhancement for all demographic groups of customers'.

**SUMMARY**

The study's objective to establish the intensities of 'Sales Promotion' inclusive of their composite elements on 'Customer Retention' through opinions of selected respondents, resulted in establishing 'High' to 'Very High' intensity subsequent to data processing.

Though, the study also established few exceptions, they were with reference to 'Fashion Shows' and 'Pet Shows' among the age group of >55.

Summating the wholesome efforts of the research study it is concluded to continue all the existing 'Sales Promotion Practices' in the automobile industry.

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