



INTENSITY OF 'PRICE CENTRIC' SALES PROMOTION PRACTICES ON CUSTOMER RETENTION IN AUTOMOBILE INDUSTRY

(With special reference to MARUTI and HYUNDAI in Bangalore and Hyderabad)

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ABSTRACT

This study examines the importance of the sales promotion practices by Automobile firms in retaining the customers. Price Centric practices as a decision parameter were tested with the selected respondents; the ratings offered by them indicate the intensity of the same which are recorded against their Age, Sex, Education, job Income classification. Findings indicate that all the practices selected for the study register high to very high by the customers in their decision to purchase. Though, variation exists, it is negligible, indicating the high intensity for all the firms selected for the study. In the Automobile industry with increasing expansion and competition the result of the study is expected to contribute to the process of structuring competitive advantage by firms and insight to individual respondents in their purchase decision.

KEYWORDS: Sale Promotion, Price Centric, Respondents, Competitive advantage, intensity, Perception.

1. INTRODUCTION

Sales promotions are often conceived as having tactical, rather than strategic, potential, they are driven by the pace and sheer diversity of promotions, together with the comprehensive nature of marketing management. Concept is that promotions accomplish strategic directions of segmenting, targeting and brand positioning decisions to help in developing and maintaining competitive advantage. Competitive advantage is achieved through cost leadership or product differentiation, however sustaining cost leadership is more complex. The best way to sustain competitive advantage is to support differentiation through non-price-based promotions. These often provide signals of value, which need careful management. The challenge of Sales Promotion is to influence own customers and promote shift competitors customers, by modifying consumers purchasing habits. Objective is to accomplish repeat of existing customers and gain new customers.

2. NATURE OF THE STUDY

Consumer behaviour is influenced by the individuals, socio cultural factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely age, sex, marital status, education, occupation, income and psychological factors namely the motivation, perception, learning, personality, attitude, lifestyles. These factors highly influence the individuals in arriving at making decisions regarding the products and services.

3. SIGNIFICANCE OF THE STUDY

Stupendous growth in consumer needs, associated with ever growing product brands by innumerable manufacturers, have led to a stiff competition to derive customer loyalty.

Thus, various promotions with an eye on conservation of customers have surfaced, of course with little or moderate validation for the huge revenues that are spent recurrently. Effectiveness of the marketing programmes that are identified to handle customer identification, generation, acknowledgement, enrollment, and conservation are innumerable and the effectiveness of these to academics, industry, and society is of major significance. Academics should finally cater to the betterment of the society, it should also respond to the developments, and requirements of the industry to fulfill the needs of the industry, academics and society as well. The present research concerns with all the above and thus has a higher level of relevance and significance.

4. NEED FOR THE STUDY

Consistence development in automobile technology, growth of automobile markets in terms of manufacturers, brands and customers, consistence growth in advertisements and sales promotion with sole aim of withstanding the competition collectively offer a contemporary platform/ background/ focal point for the present study attempting to identify the level of customer retention as a result of manufacturer sponsored sales promotion practices.

5. SCOPE OF THE STUDY

Appropriate determination of the Scope for a research of present nature certainly enhance the effectiveness of the research, identifying the scope for any study is like hitting bulls' eye. Any study that deviates in terms of scope will certainly head towards stumbling blocks, since, the scope is always limited and should always be limited by the efforts of the researcher so as to enhance the effectiveness in accomplishment of objectives. Against the present study

handpicks the sole factor 'Sales Promotion' from promotion in an effort to establish its influence on 'Customer Retention' as against the convention of choosing multiple factors. In an effort to derive the best possible, relevant and applicable results for academics, industry and society. The present study purposefully restricts its scope to 'Sales Promotion Practices' in academics of marketing, in Indian automobile industry, in Bangalore and Hyderabad.

6. REVIEW OF LITERATURE

Kavita Sasimath, Mallikarjun N L 2017 The study of Customer satisfaction has received an extensive attention in the management literature since the inception of the subject itself. The basis of these studies lies in the fact that the satisfaction of the customer is the basic essence for which the business and its profits exist. This paper outlines various literary works being conducted in the area of customer satisfaction in general and customer satisfaction in automobile service sector in particular. The literary works primarily are classified on the basis of customer, customer satisfaction; works which integrates customer satisfaction into automobile service sector, service quality, etc.

Jothi, K. & Geethalakshmi, A. (2016) this study tries to evaluate the profitability & financial position of selected companies of Indian automobile industry using statistical tools like, ratio analysis, mean, standard deviation, correlation. The study reveals the positive relationship between profitability, short term and long term capital.

Kaur Harpreet (2016) the author tries to examine the qualities & quantities performer of Maruti Suzuki co. & how had both impact on its market share in India, for this study secondary data has been collected from annual reports, journals, report automobile sites. Result shows that MSL has been successfully leading automobile sector in India for last few years.

Mathur Shivam & Agarwal Kriti (2016) Ratios are an excellent and scientific way to analyze the financial performance of any firm. The company has received many awards and achievements due to its new innovations and technological advancement. These indicators help the investors to invest the right company for expected profits. The study shows that Maruti Suzuki limited is better than Tata motors limited.

Takeh Ata & Navaprabha Jubiliy (2015) Author has made conceptual model to outline the impact of capital structure on the financial performance i.e. capital structure is independent variable that value is measured by using four ratios namely, financial debt, total debt equity, total asset debt and interest coverage ratio whereas financial performance is dependent variable that value is measured by using four ratios as return on assets, return on equity, operating profit margin and return on capital employed. Researcher has selected 13 major steel industries and applied various statistical tools like standard deviation, correlation matrix, anova etc are employed for testing hypothesis with help of SPSS22.

V.Bhuvanewari and Jayasree Krishnan 2015 A study on different researches organised in the consumer behaviour field showed higher value being given to brand performance and management. Factors such as technology presence in their own computers with high speed internet that allows them to preview various gallery are the main reason for higher potential of customer. Influence buying such as impulsive purchase plays a crucial role. Hence we need to analyse the buying on impulse that enables the customer to purchase the product without giving much of a thought.

7. RESEARCH METHODOLOGY

The present research study strictly abides by conceptual frame work of research process. All elements in various stages of research process are explained hereafter. Secondary data, the detailed information from publications, internal records, books, magazines, journals, web services. Primary data, it is the detailed information from respondents.

Objective

"To Assess the Intensity of all actions under 'Price Customer Centric' practices

Customer centric actions of the automobile firms are uniform and drawn from the conceptual text books and are not away from those recommended and referred by the academicians in the field, the present research attempts to establish varying levels of their implementations by the selected firms and responses of their customers to the same.

1. To Ascertain Intensity of 'Discount on basic price'.
2. To Ascertain Intensity of 'Interest Plan-Diminishing Rate'.
3. To Ascertain Intensity of 'Interest Plan-Straight line'.
4. To Ascertain Intensity of 'Discount on Accessories'.
5. To Ascertain Intensity of 'Extended warranty'.
6. To Ascertain Intensity of 'ERS (Emergency Road Service)'.

Hypothesis

H₀ - 'Price Centric' Sales Promotions do not influence Customer Retention.

H₀ -1- 'Discount on basic price' do not influence Customer Retention.

H₀ -2- 'Interest Plan-Diminishing Rate' do not influence Customer Retention.

H₀ -3- 'Interest Plan-Straight line' do not influence Customer Retention.

H₀ -4- 'Discount on Accessories' do not influence Customer Retention.

H₀ -5- 'Extended warranty' do not influence Customer Retention.

H₀ -6- 'ERS (Emergency Road Service)' do not influence Customer Retention.

8. SAMPLING PLAN

The area selected for the present study is confined to Bangalore and Hyderabad, the study is restricted to buyers of two brands of automobiles to establish intensity of actions of the manufacturers under Customer Centric, and customers response to the same. It is useful to evaluate the purchase behaviors of consumers in the two cities.

Sample Universe

Sample universe in the study is the customers data base provided by both the companies covering existing customers, (Male and Female) of Maruti and Hyundai in Bangalore and Hyderabad.

Sample Characteristics

Male and Female customers of Maruti and Hyundai of different age group, educational background, occupation pattern and income levels.

Sample Size: Sample sizes of 985 respondents are selected for the study to make the study meaningful, relevant and truly representative.

Sampling Unit: Male or female customer of Maruti and Hyundai in Bangalore and Hyderabad.

Location Brand	Bangalore	Hyderabad	Total
Maruthi	207	199	406
Hyundai	263	316	579
Total	470	515	985

9. DATA COLLECTION

The data collected for the present study comprises of both primary and secondary sources.

Primary Data, it is the detailed information from respondents collected through questionnaire. The respondents were interviewed and asked to fill the questionnaire. The first part questionnaire deals with questions concern to the respondents profile in terms of their age, sex, occupation, educational background and income. The second part of the questionnaire contains the behaviour towards car purchase and factors influencing in making decisions.

Secondary Data: In order to fulfill the objectives of the study, secondary data were collected. The secondary data pertaining to Bangalore and Hyderabad cities were collected from various government publications and records; the secondary data has been collected from various magazines, journals, daily newspapers, survey reports and reference books etc.

10. LIMITATIONS OF THE STUDY

A research study of this nature could not be carried out without any limitations. Hence this research study is limited to principally the population, target population and sample population as their opinions, attitudes there on the findings of the study. Second factor is the time factor which exerts magnificent influence on the opinion of sample population.

In a study of this magnitude though, meticulous care has been taken in each and every aspect of study.

1. Some respondents were not aware of certain concepts and procedures.
2. A few respondents were hesitant to give exact details.
3. There might be a sense of bias crept in answers given by the respondents.

11. STATISTICAL TOOLS APPLIED FOR ANALYSIS

Chi-Square Test: is used for the purpose of testing the influence of one variable on the other. The test has been administered to study the influence of the demographic variables, personality trait and attitude on the customer retention.

Weighted Average: is used to describe the profile of the respondents and their behavior in the various stages of decision making process.

Data Analysis

Introduction

Taking a Price-centric approach to marketing offers many benefits for marketers. Understanding how and why a prospect buys from you allows for more precise, targeted and relevant marketing. And, the results of taking the customer into account when executing marketing campaigns should show up on the bottom line.

Table.1: Intensity of Price Centric on Customer Retention -Age wise

Age Element	25-35	36-45	46-55	>55	CWA
Discount on basic price	2.12	2.48	4.07	4.16	3.21
Interest Plan-Diminishing Rate	2.53	3.57	4.30	4.31	3.68
Interest Plan-Straight line	3.29	4.28	3.01	2.21	3.20
Discount on Accessories	2.26	2.42	4.01	4.22	3.23
Extended warranty	2.47	3.45	4.41	4.13	3.62
ERS (Emergency Road Service)	3.74	4.00	4.20	4.00	3.99
Average	2.74	3.37	4.00	3.84	3.49

Source: Field survey

CWA: Cumulative Weighted Average

Status

The complete set of factors comprising the concept '**Price Packs**' are exposed for customer review and Table No 1 displays the empirical data secured by the researcher through survey of sample size customers. Element wise and Age wise customer responses in terms intensities are presented which finally converge into CWA values for all elements and for all age groups. *Discount on basic price*- It is a reduction to a basic price of goods or services. By the manufacturer's list price The purposes for discounting is to move in sales, or move out- stock, to reward valuable customers, to encourage the repurchase behavior of the customer intensities arrived at by the survey indicates *very high* ranking by >55 and 46-55 age group followed *low* ranking by the 25-35 and 36-46 age group customers. *Interest Plan-Diminishing Rate* offers customers an opportunity for comparative analysis of Intra

and Inter *Diminishing Rate of Interest Plans* available at Dealer's show room with a lowest rate of interest. This reinforces the customer to go for the repurchase decision. Intensities arrived at by the survey indicates very high ranking by >55 and 46-55 age group followed by high ranking by 36-45 years and *low* ranking by 25-35 years age group of customers. *Interest Plan-Straight line* offer customers an value added opportunity to go for convenient scheme of payment as per Interest Plan, and an opportunity for Manufacturing Firm retain a customer and increase the loyalty leading to repurchase. Intensities arrived at by the survey indicates *very high* ranking by 36-45 alongside *high* ranking by 25-35 and 46-55, *low* ranking by the > 55 years age group. *Discount on Accessories* offers customers an opportunity for reinforcement of a Purchase or Repurchase decision, besides offering better price pack by the Manufacturing Firm to

psychologically fix the deal of purchase. Intensities arrived at by the survey indicates *very high* ranking by 46-55 and >55, besides *high* ranking by 25-35 and 36-45 age group customers. *Extended warranty* offers an opportunity among customers to rely more on the product durability and reinforces the confidence on the maintenance of the vehicle and creates a positive feeling after a Purchase or Repurchase decision. Intensities arrived at by the survey indicates *very high* ranking by 46-55 and >55, *high* ranking by 36-45 followed *low* ranking by 25-35 years age group of customers.

ERS (Emergency Road Service) are once again an effort by the manufacturing firm to conserve and preserve their existing clientele, under the concept the *switchers* to other brands are dissuaded from shifting their loyalty to other brands and are conserved by offering service like *Emergency Road Service* upon break down of car during journey. All this effort only to enhance the confidence level among the customers to retain with the same brand. Intensities arrived at by the survey indicates very high ranking by all age group of customers.

Table 2 Chi-Square Intensity of Price Centric Factors on Customer Retention-Age wise

Element	Chi-square computed Value	Table Value	Level of Significance	Degree of Freedom
Discount on basic price	186.4693	21.026	5	12
Interest Plan-Diminishing Rate	101.8599	21.026	5	12
Interest Plan-Straight line	161.5498	21.026	5	12
Discount on Accessories	194.6253	21.026	5	12
Extended warranty	112.3748	21.026	5	12
ERS (Emergency Road Service)	35.15105	21.026	5	12

Source: Field survey

CWA: Cumulative Weighted Average

Chi-square test is applied for research data to further reinforce the meaningful interpretation; the same are presented against the demographic factor. From the above table χ^2 cal is greater than table value, at 12 d of and 5% level of significance;

Hence HO is rejected for the elements represented. Hence we can conclude that these elements have influence over samples on customer retention

Table.3: Intensity of Price Centric on Customer Retention - Gender wise

Element	Gender		
	Male	Female	CWA
Discount on basic price	2.16	4.23	3.20
Interest Plan-Diminishing Rate	4.00	4.30	4.15
Interest Plan-Straight line	2.09	2.08	2.09
Discount on Accessories	3.70	4.25	3.98
Extended warranty	3.57	3.89	3.73
ERS (Emergency Road Service)	4.26	4.44	4.35
Average	3.30	3.87	3.58

Source: Field survey

CWA: Cumulative Weighted Average

Status

The complete set of factors comprising the concept '*Price centric*' are exposed for customer review and Table No 3 displays the empirical data secured by the researcher through survey of sample size customers. Element wise and Gender wise customer responses in terms intensities are presented which finally converge into CWA values for all elements and for all gender groups.

Discount on basic price intensity arrived at by the survey indicates *very high* ranking by female gender group of customers followed *low* ranking by the male gender group. *Interest Plan-Diminishing Rate* intensity arrived at by the survey indicates *very higher* ranking by female group of customers and high ranking by male group of customers. *Interest Plan-Straight line* intensity arrived at by the survey indicates a *low* ranking by the both gender group. *Discount*

on Accessories intensity arrived at by the survey indicates very high ranking by female group 46-55 and >55 besides *high* ranking by the male group of customers. *Extended warranty* intensity arrived at by the survey indicates *very high* ranking by the both gender groups of customers. *ERS (Emergency Road Service)* intensity arrived at by the survey indicates *very high* ranking by the both gender groups of customers.

Evaluation

All elements of the concept '*Price centric*' Secured *low to very high* rankings among all 'Gender Groups' thus, indicating *low to very high* intensity for all elements in *Price centric*.

Table 4 Chi-Square Intensity Price Centric Factors on Customer Retention-Gender

Element	Chi-square computed Value	Table Value	Level of Significance	Degree of Freedom
Discount on basic price	194.0451	9.488	5	4
Interest Plan-Diminishing Rate	7.50597	9.488	5	4
Interest Plan-Straight line	3.523396	9.488	5	4
Discount on Accessories	20.66061	9.488	5	4
Extended warrant	12.58129	9.488	5	4
ERS (Emergency Road Service)	9.831627	9.488	5	4

Source: Field survey

CWA: Cumulative Weighted Average

Chi-square test is applied for research data to further reinforce the meaningful interpretation; the same are presented against the demographic factor. From the above table χ^2 cal is greater than table value, at 12 d o f and 5% level of significance; Hence H_0 is rejected for all the above mentioned

elements except for *Interest Plan-Diminishing Rate* and *Interest Plan-Straight line*. Hence we can conclude that all the elements except *Interest Plan-Diminishing Rate* and *Interest Plan-Straight line* have influence over samples on customer retention

Table.5: Intensity of Price Centric on Customer Retention - Education wise

Element	Education				
	SSC	UG	PG	Prof	CWA
Discount on basic price	2.15	1.89	3.79	4.07	2.98
Interest Plan-Diminishing Rate	2.03	1.97	3.47	4.20	2.92
Interest Plan-Straight line	2.00	2.10	2.26	1.85	2.05
Discount on Accessories	3.85	4.06	3.79	3.70	3.85
Extended warranty	2.31	2.43	3.39	4.14	3.07
ERS (Emergency Road Service)	3.72	4.06	4.24	4.49	4.13
Average	2.68	2.75	3.49	3.74	3.17

Source: Field survey

CWA: Cumulative Weighted Average

Status

The complete set of factors comprising the concept '*Price Centric*' are exposed for customer review and Table No 5 displays the empirical data secured by the researcher through survey of sample size customers. Element wise and Education wise customer responses in terms intensities are presented which finally converge into CWA values for all elements and for all education groups.

Discount on basic price Intensities arrived at by the survey indicates a *very high* ranking by professional group of customers followed *high* ranking by the Post Graduates and *low* ranking by the Under Graduates and SSC group. *Interest Plan-Diminishing Rate* intensity arrived at by the survey indicates *very high* ranking by professional group of customers followed *high* ranking by the Post Graduates and *low* ranking by the Under Graduates and SSC group. *Interest Plan-Straight*

line intensity arrived at by the survey indicates a *low* ranking by all educational groups. *Discount on Accessories* intensity arrived at by the survey indicates *very high* ranking by Under Graduate segment and *high* ranking by the rest of the educational group of customers.

Extended warranty intensity arrived at by the survey indicates *very high* ranking by professional group of customers followed *high* ranking by the Post Graduates and *low* ranking by the Under Graduates and SSC group. *ERS (Emergency Road Service)* intensity arrived at by the survey indicates *very high* ranking by all the groups.

Evaluation

All elements of the concept '*Price Centric*' Secured *low* to *very high* rankings among all 'Education Groups' thus, indicating *low* to *very high* intensity for all elements in *Price Centric*.

Table 6: Chi-Square Intensity Price Centric Factors on Customer Retention-Education wise

Element	Chi-square computed Value	Table Value	Level of Significance	Degree of Freedom
Discount on basic price	205.1095	21.026	5	12
Interest Plan-Diminishing Rate	184.6914	21.026	5	12
Interest Plan-Straight line	17.14643	21.026	5	12
Discount on Accessories	12.26294	21.026	5	12
Extended warranty	131.3913	21.026	5	12
ERS (Emergency Road Service)	54.17701	21.026	5	12

Source: Field survey

Chi-square test is applied for research data to further reinforce the meaningful interpretation; the same are presented against the demographic factor. From the above table χ^2 cal is greater than table value, at 12 d o f and 5% level of significance; Hence H_0 is rejected for all the above mentioned elements

except for *Interest Plan-Diminishing Rate* and *Interest Plan-Straight line*. Hence we can conclude that all the elements except *Interest Plan-Diminishing Rate* and *Interest Plan-Straight line* have influence over samples on customer retention

Table.7: Intensity of Price Centric on Customer Retention - Occupation wise

<i>Occupation</i>	<i>Self Employed</i>	<i>Employed</i>	<i>Professionals</i>	<i>CWA</i>
<i>Element</i>				
Discount on basic price	4.27	3.96	2.49	3.57
Interest Plan-Diminishing Rate	1.96	4.00	4.05	3.34
Interest Plan-Straight line	3.85	2.13	1.96	2.65
Discount on Accessories	4.19	4.01	3.57	3.92
Extended warranty	2.58	4.04	4.10	3.57
ERS (Emergency Road Service)	3.65	4.16	4.37	4.06
Average	3.42	3.72	3.42	3.52

Source: Field survey

CWA: Cumulative Weighted Average

Status

The complete set of factors comprising the concept ‘Price Centric’ are exposed for customer review and Table No 7 displays the empirical data secured by the researcher through survey of sample size customers. Element wise and Occupation wise customer responses in terms intensities are presented which finally converge into CWA values for all elements and for all occupational groups.

Discount on basic price Intensities arrived at by the survey indicates *very high* ranking by self-employed group customers followed *high* ranking by the Employed group and *low* ranking by the Professionals. *Interest Plan-Diminishing Rate* intensities arrived at by the survey indicates *very high* ranking by Employed and Professionals group customers followed *low* ranking by the Self Employed. *Interest Plan-Straight line* intensities arrived at by the survey indicates *high*

ranking by Self Employed and *low* ranking by other two occupational groups. *Discount on Accessories* intensities arrived at by the survey indicates *very high* ranking by all occupational group of customers. *Extended warranty* intensities arrived at by the survey indicates *very high* ranking by professional group of customers followed *high* ranking by the Post Graduates and *low* ranking by the Under Graduates and SSC group. *ERS (Emergency Road Service)* intensities arrived at by the survey indicates very high ranking by all the occupational groups.

Evaluation

All elements of the concept ‘Price centric’ secured *low to very high* rankings among all ‘Occupational Groups’ thus, indicating *low to very high* intensity for all elements in *Price Centric*.

Table 8: Chi-Square Intensity Price Centric Factors on Customer Retention-occupation wise

Element	Chi-square computed Value	Table Value	Level of Significance	Degree of Freedom
Discount on basic price	161.8972	15.507	5	8
Interest Plan-Diminishing Rate	212.7038	15.507	5	8
Interest Plan-Straight line	173.7305	15.507	5	8
Discount on Accessories	31.60905	15.507	5	8
Extended warranty	134.8454	15.507	5	8
ERS (Emergency Road Service)	30.10554	15.507	5	8

Source: Field survey

Chi-square test is applied for research data to further reinforce the meaningful interpretation; the same are presented against the demographic factor. From the above table χ^2 cal is greater than table value, at 12 d o f and 5% level of significance;

Hence H_0 is rejected for the elements represented. Hence we can conclude that these elements have influence over samples on customer retention

Table.9: Intensity of Price Centric on Customer Retention - Income wise

Element	Income				CWA
	40K to 60K	61K to 80K	81K to 1 lakh	> 1 lakh	
Discount on basic price	1.02	3.73	2.04	2.46	2.31
Interest Plan-Diminishing Rate	4.27	4.01	2.93	4.18	3.85
Interest Plan-Straight line	3.52	2.22	2.29	1.98	2.50
Discount on Accessories	4.08	3.76	2.32	2.35	3.13
Extended warranty	3.91	3.95	2.91	4.11	3.72
ERS (Emergency Road Service)	3.66	2.92	4.14	4.23	3.74
Average	3.41	3.43	2.77	3.22	3.21

Source: Field survey

CWA: Cumulative Weighted Average

Status

The complete set of factors comprising the concept 'Price Centric' are exposed for customer review and Table No 9 displays the empirical data secured by the researcher through survey of sample size customers. Element wise and Income wise customer responses in terms intensities are presented which finally converge into CWA values for all elements and for all Income groups.

Discount on basic price intensities arrived at by the survey indicates very high ranking by 61K to 80K income group customers followed and low ranking by the rest of the income group customers. Interest Plan-Diminishing Rate intensities arrived at by the survey indicates very high ranking by Employed and Professionals group customers followed low ranking by the Self employed. Interest Plan-Straight line intensities arrived at by the survey indicates very high ranking

by all the income groups except 81K to 1Lakh group which is ranked low. Discount on Accessories intensities arrived at by the survey indicates very high ranking by 40K to 60K besides high ranking by 61K – 80K income groups followed low ranking by 81 K-1 lakh and > 1 lakh income group customers. Extended warranty intensities arrived at by the survey indicates very high ranking by > 1Lakh income group and high ranking by rest of the income groups. ERS (Emergency Road Service) intensities arrived at by the survey indicates very high ranking by all the groups.

Evaluation

All elements of the concept 'Price Centric Secured low to very high rankings among all 'Income Groups' thus, indicating low to very high intensity for all elements in Price Centric

Table 10: Chi-Square Intensity of Price Centric Factors on Customer Retention- Income wise

Element	Chi-square computed Value	Table Value	Level of Significance	Degree of Freedom
Discount on basic price	204.6129	21.026	5	12
Interest Plan-Diminishing Rate	113.1742	21.026	5	12
Interest Plan-Straight line	134.4078	21.026	5	12
Discount on Accessories	206.9771	21.026	5	12
Extended warranty	89.20679	21.026	5	12
ERS (Emergency Road Service)	26.10286	21.026	5	12

Source: Field survey

Chi-square test is applied for research data to further reinforce the meaningful interpretation; the same are presented against the demographic factor. From the above table χ^2 cal is greater than table value, at 12 d o f and 5% level of significance; Hence H_0 is rejected for the elements represented. Hence we can conclude that these elements have influence over samples on customer retention

Finding

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

CONCLUSION

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

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