عنوان فارسی مقاله:
یک رویکرد تجربی برای رفتار خرید مصرف کننده در بخش خودروی هندی

عنوان انگلیسی مقاله:
An empirical approach to consumer buying behavior in Indian automobile sector
7. Concluding remarks

The present research work attempted to study the relationship between advertisement effectiveness and consumer buying behavior of automobile customers for central India. Even though the study was carried out at selected showrooms of major automobile companies operating in central India; the research outcomes and suggestions may be generalized to the automobile players across the country as the products and services offered by other companies are highly standardized. Research results suggest that advertisement effectiveness and its specific dimensions for automobile sector which strengthen it positively influence a customer’s buying behavior. The acceptance of research hypothesis confirms that advertising agencies and practicing managers must be focussed while planning an advertisement campaign and should pick up the relevant advertisement effectiveness dimensions strategically during the design and development stage of a product-specific advertisement. A strategic implementation of research outcomes of present study will constructively influence consumer’s buying behavior which will lead to greater profitability and sustainability of autom