



A STUDY ON CONSUMER SATISFACTION TOWARDS TITAN WATCHES WITH SPECIAL REFERENCE TO COIMBATORE CITY

¹Mr. A. David, ²Ms. S.Makeswari

¹Assistant Professor, Department of Commerce with Professional Accounting,
Dr.N.G.P. Arts and Science College, Coimbatore

²181PA028, Department of Commerce with Professional Accounting,
Dr.N.G.P. Arts and Science College, Coimbatore

ABSTRACT

Time performs a crucial position in each walks of life. Nothing as fashioned out present understanding of time as much as invention of wrist watches. Today titan is the market leader of watch industry in India. The research design adopted for this study is descriptive design. Both primary and secondary has been used. The questionnaire is used to collect the primary data. The sample size of this study is 110. The tools of the data collections are simple percentage and likerts scale analysis. Finally, the main aim of the study is know the satisfaction level of consumer towards Titan watches with special reference in Coimbatore city.

KEYWORDS: Titan wristwatch, product Quality, Satisfaction level.

1. INTRODUCTION

Clocks and Watches are devices used to measure or indicate the passage of time. Wrist watches were once a need, but now it has become a demand. Different brands with different technology, design and innovations have entered into the market. Titan is a company which is renowned Tata group. Titan watches are considered as a well-known brand. It has huge collection of great quality and great pices.

2. STATEMENT OF THE PROBLEM

Wrist watches has become an indispensable thing in common man's life. But, in current scenario the increase of technology and innovations most of the consumer's had switched over to the latest updates of innovations. They consumer's now-a-days they use mobile phones instead of watches. Hence, the study is to

determine and scrutinize the factors influencing the consumers to prefer titan watches even though there are more innovations and modern technologies.

In this regard the researcher has probed further to find answer for the following questions.

1. What are factors influencing the satisfaction level?
2. What are the reason for the purchase of titan watches by the customer?

3. OBJECTIVE OF THE STUDY

- To know about the effective advertisement media of titan watches.
- To analyze the usage period of titan watches.
- To find out the levels of satisfaction towards titan watches.



4. RESEARCH METHODOLOGY

Source of Data	Primary data and secondary data
Area of the Study	Coimbatore city
Sample size	110 respondents
Sampling techniques	Convenient sampling techniques

5. STATISTICAL TOOLS

- Simple percentage analysis
- Likert scale analysis

6. REVIEW OF LITERATURE

Mrs. P. Dhanya, N. Naveen kumar (2020), Today fastrack provides the young at heart a wide range of products. The objective on the study among the general problem faced by the consumers while using the fastrack branded watch. For the purpose of obtaining data, questionnaire method is used. Fastrack is not only focusing on major brands but also on those brands which are not performing well and new products are brought into market by viewing the importance of innovation in this changing environment.

P. Malathi, J. Kannan (2020), fastrack is the brand for the young generation. The scope of the study has the importance of additional features in the watches, finally the study attempts to find out the opinion about the sales, price, and quality of product with regard to fastrack watches. The major purpose of this research is descriptive design. Firsthand information is collected by well-structured questionnaire. The researcher's study concluded that the performance of fastrack watch company are good. To increase the sale the concern can

concentrate on certain factors like price, spares and services etc.

Ms. S. Shanmugapriya, D. Kavya (2018), The main Intension of the study is to find out the preference and buying behavior branded watch. The primary data were formulated and consolidated. The survey of consumer has revealed the like and dislike and taste regarding wristwatches. The researcher finally concluded and said that the performance of brand wristwatches is not only amazing but they are also highly satisfactory. The branded companies can achieve their further success by improvement from the suggestions of the customers.

7. TABLE

7.1 SIMPLE PERCENTAGE ANALYSIS

- Simple percentage analysis is carried out for most of all questions given in questionnaire. This analysis describes the classification of the respondents falling each category.
- The percentage analysis is used mainly for the standardization and comparisons are in support with the analysis.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Table 1: Table Showing the Respondents Usage Period Of Titan Watches

S.NO	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE (%)
1	2 Months- 6 Months	24	22
2	6 Months- 1 year	26	24
3	1 year – 4 years	28	25
4	Above 4 years	32	29
	TOTAL	110	100

(Source: primary data)

INTERPRETATION

The above table shows that 22% of the respondents usage of a watch is 2 months- 6 months, 24% of the respondents usage of a watch is 6 months- 1 year, 25% of the respondents usage of a watch is 1

year- 4 years and 29% of the respondents usage of a watch is above 4 years.

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Hence, Most of 29% of the respondents usage of a watch is above 4 years.



Table 2: Table Showing Which Advertisement Media Puts More Impact Of Respondents For Buying Decision Of Titan Watches.

S.No	Categories	No. Of Respondents	Percentage (%)
1	Television	48	43
2	Magazine	14	13
3	Newspaper	16	15
4	Internet	32	29
	TOTAL	110	100

(Source: primary data)

INTERPRETATION

The above table shows that 43% of the respondents are required television, 13% of the respondents are required magazine, 15% of the respondents are required newspaper and 29% of the respondents are required internet for buying decision of titan watches.

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Hence, Majority of 43% of the respondents are required television for buying decision of titan watches.

7.2 LIKERT SCALE ANALYSIS

A likert scale is a rating scale used to assess opinions, attitudes, or behaviors. Respondents rank quality from high to low or best to worst using five levels. Likert items are used to measure respondent’s attitude or satisfaction level to a particular question or statement.

FORMULA

$$\text{Likert scale} = \frac{\sum fx}{\text{Total No. of respondents}}$$

Table Showing the Satisfaction towards Titan Watches

S.No	Factors							Total	Likert Scale
	Likert Scale Value (X)	5	4	3	2	1			
1.	Price of the product	F	22	51	15	12	10	110	3.57
		Fx	110	204	45	24	10	393	
2.	Quality of the product	F	35	39	14	10	12	110	3.68
		Fx	175	156	42	20	12	405	
3.	Availability of the product	F	30	39	12	19	10	110	3.54
		Fx	150	156	36	38	10	390	
4.	Warranty period	F	26	42	12	14	16	110	3.43
		Fx	130	168	36	28	16	378	

(Source : primary data)

INTERPRETATION

- The likert scale value 3.57 is greater than the mid value, thus the respondents are satisfied with the price the of watches.
- The likert scale value 3.68 is greater than the mid value, thus the respondents are satisfied with the quality of the watches.
- The likert scale value 3.54 is greater than the mid value, thus the respondents are satisfied with the availability of the watches.
- The likert scale value 3.43 is greater than the mid value, thus the respondents are satisfied with the warranty period of the watches.

8. SUGGESTUONS

- After analyzing utterly the data and scrutinized the findings, the research offers the following suggestions for consideration.
- As though people are highly used with fast rack brand watches they have given suggestions for improvement that consist of introducing more varieties of other sub brand of titan and reducing the cost. This makes the people to increase their purchase power and increase interest towards other brands.



- The result of analysis shows that young age group had highly utilizing the titan watches than the middle man and old age respondents. Hence it is suggested that titan industry aims at attracting other age people as well.
- The price of the titan watches is too high. They anticipate a reduction in the price, which is affordable to all common class of people.
- From the above study, it is noted that titan brand image and quality of watches has good influence on consumers. Hence this should be maintained to retain and satisfy the consumers.

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9. CONCLUSION

The study observed that customers having pride in owning and wearing the most sophisticated, highly reliable and superior performance watch. The titan watches are a fast moving product and the important factors for its success are its quality, attractiveness, designs and the latest new models. Hence , The company has to retain its efforts in improving quality of its watches, introduce new varieties with changing out look to appeal and attract potential customers for its products and reducing their price range. Finally it can be said that the performance of Titan watches is not only amazing but also highly satisfactory. The company can achieve further success by improvement the suggestions of the consumers.

WEBSITES

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