A STUDY ON CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES WITH REFERENCE OF COIMBATORE CITY

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ABSTRACT
Today fast track provides the young at heart a wide runge of products. They put on pockets, belts , wallets and even wristbands from watches and sunglasses. Watches there are several collections among the fast track watches that can be found. Every collection refers to a certain theme that is present in that collection in each of the designs. The new collection means all the latest models that fast track is introducing , while there are the grunge, hip hop, neon, digital fashion, aluminum, color play, bikers, army and others, each with their distinct watch range.

INTRODUCTION

Customer preference is defined as a set of assumptions that focus on customer choices that result in different alternatives such as happiness, satisfaction or utility. The entire customer preference process results in an optimal choice. Customer preferences allow a customer to rank different bundles of goods according to levels of utility or that total satisfaction of consuming a good or service. It is important to understand that customer preference are not dependent upon customer income or prices. So, customer's capacity to buy goods does not reflect a customer's likes or dislikes.

The customer preference explains how a customer ranks a collection of goods or services or prefer one collection over another. This definition assumes that customer ranks goods or services by the amount of satisfaction or utility, afforded. Customer preference theory does not take the customer's income, good or service's or price or the customer's ability to purchase the product or service. The customers preference assumes that the customer can choose consistently between or among goods and services. The customer must prefer one set of goods or services over others or treat all as equally beneficial. Consistency is an issue when the customer must consider more than two alternatives. Customer preference theory assumes that "more is better". This form of preference, monotonicity, has varying levels of strength. The underlying foundation of demand, therefore, is a model of how customers behave. The individual customer has a set of preference and values whose determination are outside the realm of economics. They are no doubt dependent upon culture, education and individual tastes. Among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the customer who purchases and customer the good. If individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the customer

could have bought instead. Customer preferences are defined as the subjective (individual) tastes, as measured by utility of various bundles of goods. They permit the customer to rank these bundles of goods according to the levels of utility they give the customer.

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. The consumer's now-a-days they use mobile phones instead of watches. Though consumer's regret to use watches, the Fastrack watches has a standard sales than any other branded watches. Hence, the study is to determine and scrutinize the factors influencing the customers to prefer Fastrack watches even though there are more innovations and modern technologies.

OBJECTIVES OF THE STUDY
- To identify the consumers preference towards Fatrack watches with special reference to Coimbatore city.
- To study the level of satisfaction on Fastrack watch users in the study area.
- To ascertain the general problem faced by the consumers while using the Fastrack branded watch.
- To understand the importance of media in choosing the Fastrack branded watch.

SCOPE OF THE STUDY
The scope of the study is to identify the consumer's preference towards fastrack banded watches. It is aim to enlightening the company about different steps to be taken up to increase the share of fastrack in the market, with regard other competitors. And also to make company to provide better customer service. It also opens the various factors which can affect the purchase decision. Here our regional scope is limited up to Coimbatore city.

RESEARCH METHODOLOGY
Research design is a detailed blue print used to guide the research study towards its objective. The research design for the study is descriptive analytical in nature that is conducted among the users of Fastrack watches especially in Coimbatore city.

SOURCE OF DATA
The study includes both primary and secondary data that helped in systematic frame work of the study.
- Primary source of data which is collected for the first time. It is original data for the purpose of collection of primary data, questionnaire were filled by the respondents. The questionnaire comprises of closed ended.
- Secondary data was collected from books, journals and magazines. Periodical information from different websites was also for the study.

SAMPLING DESIGN
For the purpose of this study, the data was collected from 120 respondents by using convenience sampling technique.

SAMPLE SIZE
The sample size which is taken for the study is 136.

REVIEW OF LITERATURES
Dr.J. Malarvizhi, T. Chitra Devi (2018) The Objective is to study on the level of satisfactionamong the customers and to evaluate the customer's opinion towards the Fastrack watches and suggest some improvements that can be helpful for the development of the organization. The research design adopted for this study is descriptive design. Data contains primary data and secondary data. Analysis is done on various perspective such as customer's perceptions, expectation of the customer's, opinion regarding theFastrack watches.

K.Anitha, Dr.M. Uma Maheswari (2013) The focus of the present study is to gain knowledge about the different types of titan brand, factors influencing the consumers to prefer a particular brand and the problems faced by them on using such brands. For the purpose of obtaining the data, questionnaire method is used. Suitable tools have been exploited to obtain scientific evidence and further suggestions useful for the industry have also been presented.

Angelova.B(2011) Measuring customer satisfaction with service quality using American customer satisfaction model (ACSI Model International Journal of Academic Research in Business and Social Sciences October 2011.

Beneke.J, Hayworth.C, Hobson, R and Mia, Z(2012) Examining the effect of retail service quality dimensions on customer satisfaction and loyalty: The

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Lin, G. T. R., and Sun, C. C. (2010) Factors influencing satisfaction and loyalty in online shopping: an integrated model, Emerald publishing group ltd, Miles, G., & Cannon. (2011). Linking service to customer satisfaction: exploring the role of competitive strategy, International journal of operation and production management, Emerald group of publishing limited.

Turel and Serenko (2010) studied validation of American Customer Satisfaction Model in mobile telecommunication sector and found that there is a positive association between perceived customer expectations, perceived quality, value and satisfaction

and a negative link between satisfaction and customer complaints.

ANALYSIS AND INTERPRETATION

Analysis and interpretation are essential for usefulness and utility of resource findings analysis of data and interpretation in a general way involves a number of closely related operations, which are performed with the purpose of summarizing the collected data, organizing these in such manner that they answer the research questions.

➢ Simple Percentage analysis
➢ Likert scale analysis
➢ Ranking analysis

SIMPLE PERCENTAGE ANALYSIS
TABLE SHOWING THE REASON FOR SELECTING FASTRACK WATCHES OF RESPONDENTS

S.NO	REASONFOR SELECTING EASTRACK WATCHES	NO. OF RESPONDENTS	PERCENTAGE
1	Brand value	51	37
2	Style	54	40
3	Prestige symbol	24	18
4	Others	7	5
	Total	**136**	**100**

(Source: primary data)

INTERPRETATION
        The above table shows that 37% of the respondents are selecting for brand value, 42% of the respondents are selecting for style, 16% of the respondents are selecting for prestige symbol, 5% of the respondents are others.

Majority 42% of the respondents are selecting for style of watch.

LIKERT SCALE ANALYSIS
THE PURCHASE DECISION OF RESPONDENTS OF QUALITY FACTORS OF FAST TRACK WATCH

S.NO	FACTORS	NO.OF. RESPONDENTS	LIKERT SCALE VALUE(X)	TOTAL(FX)
1	Important	68	3	**204**
2	Neutral	46	2	**92**
3	Not important	22	1	**22**
	TOTAL	**136**		**318**

(Source: primary data)

INTERPRETATION
Likert scale =∑(Fx)/Total number of respondents
          =318/136
          =2.338

INFERENCE
        Likert scale value is 2.338 which is greater than 2. So the respondents are important to the quality factor.

RANK ANALYSIS
THE PREFERENCE OF RANKING FOR TYPES OF FAST TRACK WATCH OF THE RESPONDENTS

S.NO	TYPES	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL SCORE	RANK
1	Overall quality	21(5)	30(4)	14(3)	25(2)	46(1)	**363**	**5**
2	Battery	14(5)	28(4)	35(3)	26(2)	33(1)	**372**	**4**
3	Purchase experience	22(5)	40(4)	16(3)	30(2)	28(1)	**403**	**2**
4	Usage experience	15(5)	29(4)	36(3)	21(2)	35(1)	**376**	**3**
5	Warrenty	43(5)	22(4)	40(3)	19(2)	12(1)	**473**	**1**

(Source: primary data)

INTERPRETATION

The tale 4.3.1 shows that the out of 136 respondents, overall quality is in the rank 5, battery is in the rank 4, purchase experience is in the rank 2, usage experience is in the rank 3, warrenty is in the rank 1,

INFERENCE

If resulted that warrenty is in the rank 1 and it is influences the respondents to prefer warrenty

FINDING
PERCENTAGE ANALYSIS

1. Both men and females respondent's are not equal .
2. The majority of the respondent are came from the age range of below 25.
3. 72.5% of the respondent's where single.
4. Most of the data was collected from students .
5. Majority of the respondents use the FASTRACK brand.
6. 29.2% of the respondents buy FASTRACK product for the price.
7. Majority of the respondents like to buy in online.
8. TITAN brand stands first in Analysis for Fastrackproduct.
9. Most of the respondent like to spend premium price for the Fastrack product.
10. **73.3%** of the respondents are satisfied with Fastrack product**.**

RANK ANALYSIS

1. "Advertisement" has been ranked as 1
2. "Brand image" has been ranked as 2
3. "Quality" has been ranked as 3
4. "packaging" has been ranked as 4
5. "celebrity" has been ranked as 5.

SUGGESTIONS

After analyzing utterly the data and scrutinized the finding , the research offers the following suggestions for consideration.

➢ Most of the respondents are satisfied with the FASTRACK productwith their wide range of products, quality, price in an effective way .
➢ The respondents are interested in the premium products of fastrack product.
➢ Strong competitor and available of subtle products in wide range is big deal .
➢ Making innovation and innovative ,market friendly products can bring more profits and customer satisfaction.

CONCLUSION

Thus from the study of Fastrack it can be understood that being so large and so extensive in brands it has allocated equal importance to each of its product and services. Moreover being so evident in each of its segment which is widely used by Indian as well as world wide customers; 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. As bees are treated as social insects, committed to prioritising the colony's needs and working together. Such team work and a passionate commitment to achieve a shared goal is what helps Fastrack(TITAN) create milestones.

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