



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

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ABSTRACT

The project entitled “A study on customer satisfaction towards titan watches with special reference to Coimbatore city is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of the study is to find out the consumer preference and satisfaction towards titan watches with special reference to Coimbatore city. A customer is one who buys any goods and services by paying its price for consumption. No business activities move in the country without the presence of consumers. The usage of new tools and techniques brought about revolutionary changes in the production of goods. “Customer is king” in marketing. In sales, commerce and economics a customer is the recipient of a good, service, product or an idea- obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration. In a recent times, a major brand repositioning exercise has been planned by Titan Industries Ltd, in order to provide more to its customers. The watch and clock industry has been a market with great longevity throughout the years, as these times pieces have always been needed and in demand by customers. Several Indian watch manufacturers have global ambition in today’s globalized, modernized, and economically stable and strong country. The present study consists of reviewing the customer satisfaction of Titan watches. After liberalization of Indian economy in 1992 many international players have entered the Indian watch market posing as competitive threat to the Indian companies. For the purpose of the study, a convenient sampling survey was conducted among 120 respondents in Coimbatore city with the help of e-questionnaire. The tools used for this study are simple percentage analysis, Likert scale analysis, and Rank analysis.

KEYWORDS-Quality and Service of Titan, Customer Satisfaction, Simple percentage analysis, Likert scale analysis, Rank analysis.

I. INTRODUCTION

ABOUT TITAN

Our Vision: To be a world-class, innovative and progressive organization and to build India’s most desirable brands.

Our Mission: To create wealth for all our stakeholders by building highly successful Businesses based on a customer-centric approach, and to contribute to the community

The house of Tata was started by Jamshedji Tata in 1868 as a textile trading company. Tata as a business group has created wealth for the

nation. Tata has pioneered every large business in India and the group is often called as the “First Citizen of Corporate India.” Some of the



businesses pioneered by the group are: India's steel industry, first power plant, brought insurance to India, started first chain of luxury. Helping the brand increase sales, increase price premium, sell the more expensive watches, improve image, keep competition at bay and keep the brand name. Consumers and professionals alike have resonated equally to Titan's successful efforts in bringing international Standards to India. The most admired Consumer Durable brand. Titan today sells in the UK, Spain. Portugal. Greece. Singapore, Dubai, Malaysia, Oman, Philippines and many more countries. The combination of Contemporary Style, Great Quality and Great Prices. With over 100 million satisfied consumers and a track record of breaking the rules, Team Titan faces the 21st Century with a mix of passion, to make a trend, excitement and energy. The world's largest wrist watch manufacturer and India's leading producer of watches under the Titan and its sub-brands. It is subsidiary of the Tata Groups. Titan is one of the leading brand in the India.

II. STATEMENT OF THE PROBLEM

Here the necessity for selecting a problem in a marketing research is defined.

However the following questions may arise regarding customer satisfaction.

- The problem stated as "to what extent the customers are satisfied with the price and quality and also which factors creating more influence on the customers.
- To find the current preference and satisfaction about the watches rooted in the minds of the customers which could be useful in formulating the strategies in future operations of the company.
- The problem stated as which factor will be enhance to buy their products and which will help to improve the purchases among the customers. And find out the various problem faced by the customers while purchasing.

III. OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives.

- To know about the current scenario of titan watches.
- To analyse the statistical responded opinion.
- To find the satisfaction and brand preference among customers.
- To identify the kinds of recommendations made towards the titan watches. And find the suitable measures to be taken by the Titan Company to further improve its satisfaction,

preference and loyalty among its customers.

IV. RESEARCH METHODOLOGY SOURCE OF DATA

- Primary data is used in the study. It is original data for the purpose of collection of primary data, e-questionnaire were filled by the respondents. The e-questionnaire comprises of close ended.
- The secondary data was collected from various possible records like books, magazines, periodicals and websites.

RESAERCH DESIGN

- **Sampling technique**
The sampling technique used in this study was convenient sampling.
- **Sample size**
The study was conducted with a sample size of 120 respondents.
- **Area of study**
The study was undertaken in Coimbatore city.

V. RESEARCH TOOLS FOR ANALYSIS

- Simple percentage method
- Likert scale analysis
- Rank analysis

LIMITATIONS

- Sample size restricted to 120 customers.
- The study was focused only in the Coimbatore city.
- Findings of the study purely depends upon the responses given by respondents.

VI. REVIEW OF LITERATURE

Arati Birder (2014), in their studied titled "A study on market study of sonata and Casio watches" its finding of the study of market performance of these two companies brand watches. They conducted that the end of advertisement, websites, social media's, newspaper and journal, etc., and these are the presented and their position in the market demands. In this study of profile in various findings and objectives says, the socio- economic cost based. The chi-square of respondents, to segregates the level of opinion there are the high level, medium level and low level performance.

Praveen Kumar. L (2015), conducted the "study on customer satisfaction towards the fast-the study say that company should ensure the availability of all models and outlets of fast-track consumers are satisfied birder loyal customers by providing those



special offers and different features. Finally, the study conducted to know about the satisfaction level of

customers and their purchasing behavior while purchasing. Concluded by saying that the survey of the customers has revealed the like and dislikes and tastes regarding watches.

Keller, (2017), this study conducted the Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so. The purpose of the study also includes to the awareness level of titan quartz watch from the public.

VII. DATA ANALYSIS AND INTERPRETATION

The chapter deals with analysis and interpretation of the study "A Study on Customer Satisfaction towards TITAN WATCHES With Special Reference to Coimbatore City". Based on the data collected, the collected data have been analyzed using the following statistical tools.

- Simple Percentage Analysis
- Likert Scale Analysis

1. SIMPLE PERCENTAGE ANALYSIS

The percentage analysis is mainly used to specify the number of respondents in this sample falling in each category. Further, it is also used as a standard for comparison purpose.

PREFERENCE OF THE RESPONDENTS

Preference	No of Respondents	Percentage %
Attractive design	24	20
Reasonable price	25	20.8
Brand image	36	30
Unique collections	13	10.8
All the above	22	18.4
Total	120	100

(Source: Primary data)

Interpretation

The above table depicts that, out of 120 respondents 30% of the respondents prefer titan watches for its brand image, 20.8% of the respondents prefer titan watches for its reasonable price, 20% of the respondents prefer titan watches for its attractive design, 18.4% of the respondents prefer titan watches for the above factors which is shows in the table and 10.8% of the respondents prefer titan watches for its unique collections.

It is concluded that, most (30%) of the respondents prefer titan watches for its **BRAND IMAGE**

2. LIKERT SCALE ANALYSIS

A Likert scale is a method of measuring attitudes, ordinal scale of responses to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive.

SATISFACTION LEVEL OF RESPONDENTS TOWARDS TITAN WATCHES ON THE BASIS OF AFFORDABILITY OF PRICE

Satisfaction level	No. of Respondents	Likert scale	Total score
Highly satisfied	29	5	145
Satisfied	37	4	148
Neutral	30	3	90
Dissatisfied	24	2	48
Highly dissatisfied	0	1	0
Total	120	15	431

(Source: primary data)

Interpretation:

Likert scale value is 3.5 is greater than mid value (3). Hence the majority of the respondents are satisfied in price.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority 47.5% of the respondents are in the age group of 21-30 years



- Majority 67.5 % of the respondents are male.
- Majority 77.5% of the sample respondents are unmarried
- Majority 73.5% of the respondents have UG level of education
- Majority 59% of the respondents are students.
- Majority 46.5% of the respondents earn monthly income of below Rs.10000.
- Majority 37% of the respondents have 2 watches.
- Majority 87.5% of the respondents have the awareness of the titan watches
- Majority 50% of the respondents are aware of sonata sub-brand of titan watches.
- Majority 32.5% of the respondents use the titan watches for a period of 6 months to 1 year.
- Most 47.5% of the respondents spend Rs. 1000 up to Rs.2500 for buying titan watches.
- Majority 30.8% of the respondents are influenced by the friends and relatives and also in advertisements.
- Most 30% of the respondents prefer titan watches for its Brand image.
- Majority 31.7% of the respondents bought both leather and chain strap models.
- Majority 42.5% of the respondents are purchasing titan watches casually.
- Majority 39.2% respondents are influenced to buy the titan watches for quality.
- Majority 47.5% of the respondents are frequently visiting the men's category.
- Majority 65% of the respondents are effectively inspired by the new advertisement
- Majority 47% of the respondents opinion is provide festival offers during on purchases

LIKERT SCALE ANALYSIS

- ▲ The majority of the respondents are satisfied to buying and using titan watches.
- ▲ The most of the respondents are moderate to use the titan watches for its attractive design.
- ▲ Most of the respondents are satisfied to use the titan watches for the reason of comfortability.
- ▲ Respondents are highly satisfied to use the titan watches for warranty.
- ▲ Most of the respondents are satisfied to prefer the watches for its popular image

VIII. SUGGESTIONS

From the findings of the study the following suggestions were made

1. Some more attractive festival offers and gifts may be given on purchases.
2. To increase the variety of design of the

watches

3. Respondents feels that the price of titan and its sub watches is too high.
4. They may anticipate a reduction in price, which can be affordable to the common class of people.
5. One service mechanic must be provided by the company at every showroom to ensure consumer goods and services advice.

IX. CONCLUSION

The customer of titan brand wrist watches are highly satisfied. Customers having pride in owning and wearing the most sophisticated, highly reliable and superior performance watch. Titan brand watches are in great demand not only in India but also abroad. The most featured and advanced model of watches entered in to the market world but still, the titan watches has been demand in market of world wide. Though there is increasing demand for all varieties of titan watches, but a few suggestions given by the respondents is to be considered by the manufacturer of titan. The company has to put its efforts in improving the factors, introduce new collection with changing outlook to appeal and attract potential customers for its products.

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