

A Study On Customers Satisfaction Towards Titan Watch With Special Reference To Coimbatore City

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Abstract- *The goal of the research, "A study on customer satisfaction towards titan watches with special reference to Coimbatore city," is to determine the tastes and levels of satisfaction of the customers. The study's main goal is to ascertain how satisfied people are with Titan watches, with a focus on Coimbatore. A customer is someone who spends the price of any products or services they acquire in order to use them. In the nation, commercial operations cannot proceed without the existence of customers. The manufacture of products underwent profound changes with the introduction of new equipment and procedures. With marketing, "the customer is king." A customer is the beneficiary of a good, service, product, or idea in sales, commerce and economics. This good or service is obtained from a vendor, supplier or seller through a financial transaction or exchange for cash or another valuable consideration. Titan Industries Ltd. has announced a significant brand reinvention initiative to better serve its clients. Due to consumer demand and the constant necessity for timepieces, both the watch and clock sectors have had remarkable strength over time. A variety of Indian watch makers desire to be globally successful in today's globalized, contemporary, and robustly prosperous nation. Reviewing Titan watch consumer satisfaction is the focus of this study. Using an e-questionnaire, an easy sample survey of 150 respondents in Coimbatore city was carried out for the study's purposes. Chi Square analysis, rank analysis, and a basic percentage analysis was the methods employed in this investigation.*

Keywords- Titan Watch, Coimbatore City, Customer Satisfaction.

I. INTRODUCTION

The watch industry has evolved significantly due to technological advancements, fashion trends, and brand loyalty. Titan, a brand known for quality craftsmanship and contemporary aesthetics, is focusing on customer satisfaction in Coimbatore, a city with a diverse consumer base. This study aims to gauge customer satisfaction levels and identify specific attributes that contribute or detract from their contentment, such as design intricacy, durability, pricing, and

customer service efficacy. Comparative analysis with other popular watch brands will provide a holistic understanding of Titan's market position. As the watch industry evolves, understanding customer preferences becomes crucial. This study aims to provide Titan with actionable insights from Coimbatore's residents' preferences, enabling the brand to refine its strategies to better meet clientele's expectations. By delving into customer satisfaction in this urban setting, the study contributes to the broader discourse on consumer behaviour within the competitive watch industry.

OBJECTIVES

- To know the customers satisfaction of Titan watches.
- To analyse the factors influencing in buying Titan watches.
- To examine the problems faced by the customers.

STATEMENT OF THE PROBLEM

In the dynamic landscape of the wristwatch industry, understanding and measuring customer satisfaction play a pivotal role in the success of a brand. Titan watches, a renowned and established player in the market, has consistently strived to meet evolving consumer preferences. However, in the face of changing consumer expectations and intensifying competition, it is imperative to explore and comprehend the factors influencing customer satisfaction specifically within the context of titan watches. The existing literature provides a general overview of customer satisfaction the watch industry, but there is a notable dearth of in-depth analysis concerning Titan watches. While the brand boasts strong reputation for quality and innovation, the nuances of customer experiences, preference, and the impact of various marketing strategies on satisfaction remain underexplored.

II. REVIEW OF LITRATURE

1. **S.Gayathri, V. Geetha, M. Geetha and S.R. Harishni (2023)** Revalued that "A STUDY ON CUSTOMERS SATISFACTION TOWARDS FASTRACK WEATCHES IN VILLUPURAM" The researcher made

the study to know the satisfaction level of the customers of Fastrack Watches. This study examined the factors influencing the satisfaction level. This study utilized the tools of percentage analysis, Rank Correlation. This study analysed by using primary data collected from 50 respondents. This study suggested are many different brands of wristwatches on the market right now. Fastrack must make substantial efforts to become stable and competitive in the competitive market environment by putting a strong emphasis on service quality issues. This study concluded that the performance of branded wristwatch is not only amazing but they are also highly satisfactory. The branded companies can achieve their further success by improvement from the suggestion of the customers.

2. **Renukka and Dr. Ramesh Chandrahasa (2022)** Revalued that “A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES” The researcher made the study to know the customers satisfaction about Titan Watches. This study examined factors influencing customers to purchase the watches and to the satisfaction level of the customers towards the watches. This study Utilized the tools of simple percentage Analysis. This study analysed by using primary data collected from 50 respondents. This study suggested Some people feel that the spares of the Titan watch is high prices& it should be reduced. Quality of the leather belt should be improved Warranty given by the company should be extended. This study concluded the company has to put its efforts in improving quality of its watches, introduce new varieties with changing out look to appeal and attract potential customers for its products.
3. **Mr. A. David and Ms. S. Maheswari (2021)** Revalued that “A STUDY ON CONSUMER SATISFACTION TOWARDS TITAN WATCHES WITH SPECIAL REFERENCE TO COIMBATORE CITY” The researcher made the study to know the satisfaction towards Titan watches in Coimbatore. This study examined about the effective advertisement media of titan watches. This study utilized the tools of Simple percentage analysis, Likert scale analysis. This study analysed by using primary data collected from 110 respondents. This study suggesting After analysing utterly the data and scrutinized the findings. This study concluded he 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.
4. **S. Suguna and Gnana Sekar. A (2020)** Revalued that “A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES WITH SPECIAL REFERENCE TO

COIMBATORE CITY” The researcher made the study to know customers Satisfaction towards Titan watches. This study examined o know about the current scenario of titan watches and analyse the statistical responded opinion. This study Utilized the tools of Simple percentage method, Likert scale analysis, Rank analysis. This study analysed by using primary data collected from 120 respondents. This study suggested 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 demanding in market of world wide. This study concluded 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.

5. **Dr.M.ARUMUGAM (2019)** Revalued that “CUSTOMER OPINION TOWARDS TITAN WATCHES IN PARAMAKUDI TALUK” The researcher made the study to know the opinion towards titan Paramakudi. This study examined the background profile of Titan Watches users in Paramakudi Taluk. This study utilized the tools of Simple Percentage analysis. This study analysed by using primary data collected form 50 respondents. This study concluded in such a dynamic environment Titan Watches need to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Continued and consistent branding initiatives that reinforce the consumer ‘s purchase decision will, over time, land the product in consumer attitude or preference sets. Attaining and sustaining preference is an important step on the road to gaining brand loyalty. Most of the consumers prefer Titan watches due to its strong brand image, and the main factor forcing the customers to buy Titan watch is advertisements through the print and electronic media in the study area.

III. RESEARCH METHODOLOGY

Source of Data	Primary data and Secondary data
Area of the study	Coimbatore City
Sample Size	150
Sampling Techniques	Simple Random sampling

STATISTICAL TOOLS

- Simple Percentage Analysis

- Chi square Analysis
- Rank Correlation

Percentage Analysis

Particulars	Variables	Respondents	Percentage
Gender	Male	55	37
	Female	95	63
	Total	150	100
Age	Below 18	20	14
	18-25	77	51
	26-35	26	17
	36-45	22	15
	Above 45	5	3
	Total	150	100
Occupation	Student	72	48
	Employed	45	30
	Self Employed	28	19
	Un employed	5	3
	Total	150	100
Location	Urban	43	29
	Sub Urban	69	46
	Rural	38	25
	Total	150	100
Monthly Income	Below 15000	35	24
	15000-30000	38	25
	30000-45000	32	21
	Above 45000	9	6
	No Income	36	24
	Total	150	100
Marital Status	Married	49	33
	Un Married	101	67
	Total	150	100
Family Type	Nuclear	80	53
	Joint Family	70	47
	Total	150	100
Educational Qualification	School level	28	18
	Under Graduated	70	47
	Post Graduated	34	23
	Doctorate	9	6
	Others	9	6
	Total	150	100

Discover Titan watch brand	Advertisement	55	37
	Friends or Relatives	63	42
	Magazines	18	12
	Online Platform	14	9
	Total	150	100
Factors in Titan watch decision	Brand Reputation	50	33
	Design and Style	70	47
	Price	11	7
	Quality	19	13
	Total	150	100
	Rate your Titan watch quality	Excellent	86
Average		52	35
Poor		12	8
Total		150	100
Recommend Titan watches to others	Very likely	44	29
	Likely	35	23
	Neutral	54	36
	Unlikely	10	7
	Very Unlikely	7	5
	Total	150	100
Favourite feature of Titan watch	Design and Style	50	34
	Quality and durability	72	48
	Comfort	17	11
	Innovation	11	7
	Total	150	100
	Titan watch satisfaction rating	100%	38
75%		52	35
50%		37	25
25%		8	5
Below 25%		15	10
Total		150	100
Preferred Titan watch type	Classic analog watch	54	36
	Digital watch	30	20
	Sports Watch	25	17
	Smart Watch	17	11
	Material and strap Watch	24	16
	Total	150	100
Satisfaction with Titan watch	Highly satisfied	47	31
	Satisfied	55	37

purchase	Neutral	25	17
	Dissatisfied	15	10
	Highly Dissatisfied	8	5
	Total	150	100

CHI SQUARE

HO: There is no significant relationship between Age and Factors influenced your decision to purchase the Titan Watch.
HI: There is a significant relationship between Age and Factors influenced your decision to purchase the Titan Watch.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.854 ^a	12	.092
Likelihood Ratio	21.186	12	.048
Linear-by-Linear Association	1.502	1	.220
N of Valid Cases	150		

10 cells (50.0%) have expected count less than 5. The minimum expected count is .37.

Since the preferred significant value is higher than the prescribed value the null hypothesis rejected and the alternative hypothesis is accepted. Therefore, there is significant relationship between Age and Factors influenced your decision to purchase the Titan Watch.

RANK CORRELATION

	Rank	1	2	3	4	5	Total	Rank Score	Rank
	Score	5	4	3	2	1			
High price	No. of respondents	8 2	1 0	1 4	1 4	1 6	15 0		
	Score	4 1 0	4 0	4 2	2 8	1 6	53 6	3.5 7	1
Old fashion	No. of respondents	1 1	8 0	1 4	2 1	1 0	15 0		
	Score	5 5	3 2	4 2	4 2	1 0	46 9	3.1 2	2

			0						
Water resistant	No. of respondents	1 0	1 6	8 6	1 3	1 1	15 0		
	Score	5 0	6 4	2 5 8	2 6	1 1	40 9	2.7 2	3
High repair and maintenance cost	No. of respondents	6	2 7	1 5	7 2	1 6	15 0		
	Score	3 0	1 0 8	4 5	1 4 4	1 1	34 3	2.2 8	4
Poor quality	No. of respondents	2 6	5	7	1 5	8 0	15 0		
	Score	1 3 0	2 0	2 1	3 0	8 0	28 1	1.8 7	5

From the above table High Price has secured 1st rank with the highest score of 3.57%. Old fashion 2nd rank with the second highest score of 3.12%. Water resistant has secured 3rd rank with the third highest score of 2.72%. High repair and maintenance cost 4th rank the fourth highest score of 2.28%. Poor quality 5th rank the Fifth highest Score of 1.87%.

IV. FINDINGS

- Majority 63% of the respondents are Female.
- Majority 51% of the respondents are between the age group of 18.25%.
- Majority 48% of the respondents are the student group.
- Majority 46% of the respondents are the sub-urban area.
- Majority 25% of the respondents are the between the income group of 15,000-30,000 group.
- Majority 67% of the respondents are the Unmarried people.
- Majority 53% of the respondents are the Nuclear family type.
- Majority 47% of the respondents are the under graduated educational qualification.
- Majority 42% of the respondents are the Friends or Relatives.
- Majority 47% of the respondents are the Decision and Style.
- Majority 57% of the respondents are the Excellent quality of Titan watch.
- Majority 36% of the respondents are Neutral, about recommend Titan Watches to their Friends on Family.

- Majority 48% of the respondents are Quality and Durability that features Appreciate the most about the Titan Watch.
- The Majority 35% of the respondents are 75% Rate for their Satisfaction of Titan Watch.
- The Majority 36% of the respondents are classic Analog Watch to like to buy in Titan Watch.
- The Majority 37% of the respondents are Satisfied Overall Satisfaction to Purchase the Titan Watch.
- High Price scored 1st rank with the highest score of 3.57%
- Old fashion 2nd rank with the highest score of 3.12%
- Water resistant scored 3rd rank with the highest score of 2.72%
- High repair and maintenance cost scored 4th rank with the highest score of 2.28%
- Poor Quality scored 5th rank with the highest score of 1.87%

V. SUGGESTIONS

As the majority of customers were adults, according to the poll, Titan watches' offerings perfectly satiate the needs of younger buyers in terms of friends and relatives. Titan watches are made before those of its rivals. Design and style certainly persuaded the majority of participants to purchase the Titan Watch. Not having a Water Resident on duty was an issue that most respondents faced. Regarding Design and Style, the majority of Respondents express pleasure. The Titan Watches are very costly. They expect the price to drop, so that anyone in the common class may purchase it. The preceding survey indicates that consumers are positively impacted by the Titan brand's image and watch quality. Consequently, this must continue in order to keep and please customers.

VI. CONCLUSION

The purpose of this study was to find out the degree of customer satisfaction with Titan watches. According to a study, design and style are the primary factors that influence the choices of consumers to purchase Titan watches. Aside from this, high prices are what most customers find problematic. The vast majority of consumers choose a traditional analog watch from the Titan brand, corresponding to the survey, and the majority of consumers learned about Titan watches from advertisements. According to a study, the majority of consumers value the Titan watch's quality. In conclusion, it can be stated that Titan Watches has provided fantastic and really pleasant satisfaction. By implementing client ideas for growth and development, the company may attain a higher level of achievement.

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