

Consumer Satisfaction Towards Fastrack Watches With Reference To Coimbatore City

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Abstract- *Client pride, an enterprise term, is a measure of how products and services furnished through a company meet or surpass purchaser expectation. It's miles seen as a key performance indicator inside commercial enterprise and is a part of the four of a balanced scorecard. In a competitive marketplace where groups compete for clients, patron pleasure is visible as a key differentiator and increasingly more has become a key element of business strategy. However, the importance of client pride diminishes whilst a firm has extended bargaining power. For example, mobile telephone plan providers, such as AT&T and Verizon, take part in an enterprise this is an oligopoly, where just a few suppliers of a sure product or offerings exist As such, many mobile phones plan contracts have plenty of first- class print with provisions that they would by no means escape if there had been say, 100 cellular smartphone plan vendors, due to the fact consumer satisfaction could be manner too low, and clients could effortlessly have the option of leaving for a better agreement provide.*

Keywords- Customers , Products, Brand, Satisfaction , Competition

I. INTRODUCTION

In widespread, modern watches often display the day, date, month and 12 months. For mechanical watches, diverse greater capabilities called “complications”, together with moon-section presentations and the extraordinary types of tourbillon are once in a while covered. maximum digital quartz watches, alternatively, consist of time-related functions along with timers, chronographs and alarm capabilities moreover, some current clever watches even contain calculators, GPS and Bluetooth generation or have coronary heart- price monitoring capabilities, and some of them use radio clock generation to regularly accurate the time. These days, maximum watches in the marketplace which are cheaper and medium- priced, used specially for timekeeping, have quartz moves. however, high-priced collectible watches, valued more for his or her elaborate craftsmanship, aesthetic appeal and glamorous layout than for simple timekeeping, regularly have conventional mechanical actions, despite the

fact that they're much less accurate and extra pricey than digital ones. As of 2018, the most highly-priced watch ever bought at public sale is the patek Philippe henry graves exquisite problem, that's the world's most complicated mechanical watch till 1989, accomplishing a very last charge of 24 million US bucks in Geneva on November 11th 2014.

STATEMENT OF THE PROBLEM

Usually all the product, which might be available to consumer have some of alternative materials. This is numerous brands are available to customer, who make decision to shop for merchandise. In our present day competitive market same form of products are available to the customers in numerous brands. In step with their first-rate, rate, colors, variety, and many others. The clients make a selection towards the product to shop for. The subject is towards the brand desire and purchaser delight closer to the product. The psychological elements which impact the brand preference over the watches are analyzed. The observe is to are trying to find data relating to what, whilst, why, where, who, how, and so forth. Approximately the short-rack watches.

OBJECTIVES

- To know about the level of satisfaction towards Fast rack watches.
- To identify the customer expectation and perception for the product.
- To analyze the marketing strategy and customer's opinion about the quality of Fastrack watches.
- To know about the factors influence the customers to buy more of this product.

SCOPE

The watch enterprise is the prevailing scenario is a success and present process a fastest growth. The arrival of recent era non-public and overseas watches in the Indian watch marketplace has elevated to a higher function in the industry. It pursuits at displaying the volume to which the

product first-rate of an eye impacts its competitiveness. The consequences of the take a look at well-known shows the present interpreted about the watches rooted in the minds of the consumers which might be useful in developing the scheme (master plan) in destiny operations of the firm, for the attainment of its purpose in this competitive situation. The examine pertains to finalize the cutting-edge purchaser satisfaction of watch within the research almost about Fastrack watch in Coimbatore city.

LIMITATION OF THE STUDY

- The findings are that of Fastrack watches with reference to Coimbatore city.
- The responses given by the respondents were assumed to be true for the cause of the examine however there can be private biases.
- The pattern length is constrained to 150 respondents best; it can't be accurately finalized to the entire populace.
- The end result might also legitimate for over a longer period due to rapid changing on this examine location.

II. REVIEW OF LITERATURE

1. ANUJ HANDA (2010)², conducted a study on “study of Indian wristwatch industry and marketing strategy of titan watches”. The finding of this research shows that most of the consumers prefer titan watches for their attractive designs and good quality. However, there is a misconception about pricing of Titan products among the consumers and they concluded that Titan Company can sponsor events similar to fashion shows in which all the latest designs launched are displayed.
2. BELLI .P.K and DHANYA (2012)⁴, made a study on “customer satisfaction for Fastrack watches”. The study was conducted by the relationship between expectation and perception of customers. The attitude of customers makes mediator effect on consumer. The findings of the study conveys that majority of respondents are aware about the different range of products given by Fastrack watches through ad and they conclude that on growing influence of globalization on the watch industry, a number of global manufacturer are coming to the Indian watch industry. And also, it is considered as most of the consumers prefer Fastrack watches due to its image, and the main factor forcing the customers to buy Fastrack watch is advertisements through the print and electronic media. Gaining and maintaining customer preference is a battle that is never really won.

III. METHODOLOGY USED IN THIS STUDY

Research Design: This Research was aimed at analyzing the Consumer Satisfaction of Fastrack Watches

Sample Size: The sample size is 152 respondents.

Data Collection: Data are facts may be derived from several source. Data is of two types Primary and Secondary.

Primary data

The primary data for the presents study is collects through questionnaire method. A well-structured and closed ended questionnaire used.

Secondary data

Secondary data relating to this study Brand Preference of Fastrack Watches were obtained from relevant studies from newspaper, books, journals and internet sources.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Options	No. of Respondents	Percentage
Gender	Male	67	44.1%
	Female	85	55.9%
Age	1-20	54	35.5%
	21-30	85	55.9%
	31-40	6	3.9%
	Above 40	7	4.6%
Martial Status	Married	22	14.5%
	Unmarried	130	85.5%
Educational status	SSLC	4	2.6%
	HSC	7	4.6%
	UG	117	77%
	PG	24	15.8%
Occupational Status	Business	13	8.6%
	Employee	33	21.7%
	Student	99	65.1%
	Home Maker	7	4.6%

Source: Primary Data

INTERPRETATIO

The above exhibit depicts that 35.5% respondents are ‘below 20 years’ whereas 55.9% respondents are between ‘21-30 years’ of age, 3.9% respondents are between ‘31-40 years’ of age, and the remaining 4.6% respondents are between ‘above 40 years’ The above exhibit portrays that 55.9%

respondents are 'female' and 44.1% respondents are 'male'. The above exhibit shows that 85.5% respondents are 'unmarried' and 14.5% respondents are 'married'. The above exhibit exposes that 77.7% respondents are between 'UG' whereas 15.8% respondents are 'PG' qualified 4.6% respondents are 'HSC' and the remaining 2.6% respondents are 'SSLC'. The above exhibits shows that 65.1% respondents are 'students' whereas 21.7% respondents are 'employee', 8.6% respondents are 'business' and 4.6% respondents are 'home maker'.

IV. FINDINGS

Majority of 55.9% respondents are between '21-30 years' of age. Majority of 55.9% respondents are female. Majority of 85.5% respondents are unmarried. Majority of 77.0% respondents are UG Majority of 65.1% respondents are student.

V. SUGGESTIONS

Fastrack watches could reduce the price to increase the sales volume and it will automatically leads to high level of satisfaction among customers. Fastrack has to target and manufacture products could cover the rural areas. Appropriate various branding strategies could be considered for the customer belongings to differentiate socio-economic classes in order to develop positive perceptions among customers towards brand perceptions.

VI. CONCLUSIONS

The Fastrack watches are a fast moving product and the important factors for its success are its quality, attractiveness, designs and latest new trending models. The company creates great awareness through television, newspaper, magazines, etc. there will be an increase in the sales of the products if the price of the products could be reduced by a small margin.

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