

# MARKET ADOPTED BY TITAN

## MBA DUAL SPECIALIZATION

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## ABSTRACT

This examination paper has been written to comprehend the buyer purchasing conduct towards Titan wrist watches in Noida. The goals of this exploration is to concentrate on the variables influencing decision of sort of Titan wrist watches, to gauge the consumer loyalty towards Titan wrist watches, to figure out the ideal stage for purchasing of watches and to figure out the kind of lash material liked for wrist watches. Illustrative examination plan and non-likelihood (accommodation) inspecting method has been utilized to direct this exploration. To gather the essential information, poll is utilized and telephonic meeting is directed. . Information is broke down utilizing SPSS. The aftereffects of the review uncovered helpful data about the customers purchasing conduct which may be of extraordinary worth to the advertisers and the makers of Titan organization.

- World's fifth biggest Watch Manufacturer
- 65% portion of the overall industry in coordinated watch market
- Sonata: India's biggest selling watch brand
- Fastrack: India's biggest youth brand
- Tanishq: India's driving Jewelry player
- Titan Eye+: India's biggest corporate store in Eyewear
- Strength in Retail: 968 stores with over 1.3 million sft region
- Conveyance: More than 11,000 multi-brand outlets

- Accuracy Engineering: Preferred merchant for high accuracy parts to numerous worldwide producers
- Log jam in economy proceeded - frail purchaser feeling influencing optional spend
- Gold costs were 7% lower than earlier year
- Administrative shade on gold imports/deal and gold-on-rent office
- Offer of gold coins suspended to assist the public authority's endeavors with diminishing CAD
- Contributed Rs 75 lakhs for Uttarakhand help store
- Bound together client reliability program across Watches, Jewelry and Eyewear - "enclose" sent off
- Zero in on retail network development proceeds - 22 outlets (49k sft) added during the quarter across divisions
- Titan - Ducati watches sent off
- Titan Tagged crusade had north of 1,000,000 perspectives on You Tube
- Fastrack sent off "Wayfarer" assortment of shades and sacks
- Gems - Bangles assortment and Uncut Stones assortment sent off
- Titan Glares shades sent offTitan Company Ltd. (earlier referred to as Titan

Enterprises Ltd.) is an Indian buyer great organization that makes design additional items which incorporate watches, adornments, eyewear, and so on. It is a joint endeavor of Tata Group and TIDCO (Tamil Nadu Industrial Development Corporation) and is thought about Tata gathering's biggest buyer organization. Later it continued to send off additional assortment of items and begun contacting more sections. Titan is additionally having its city explicit version for Mumbai and Kolkata

Titan Company Limited was laid out back in 1984 as is right now head quartered in Bangalore Karnataka. It is a piece of a consistently well known business aggregate, the Tata Group.

At first, Titan began as a watch making organization through a joint endeavor between the Tamil Nadu Industrial Development (TIDCO) and the Tata Group.

It later proceeded to investigate different business open doors and today it has famous brands, for example, Titan, Fastrack, Sonata, Tanishq and Caratlane selling adornments, for example, watches, gems, aromas, belts, and so on.

Today, Titan Company Limited has a 65% piece of the pie in the watch business and it adds to 12.98 percent of the organization's turnover. Presently we are familiar Titan as an organization and its watch section, let us look into the organization by understanding its objective market by analyzing Titan's watch division.

Titan's evaluating methodology is according to the strength of the items and administrations advertised. For that reason we endeavour to offer the best worth to our clients and endeavor to bring them convincing items at sensible costs. The progress of the retail business towards the computerized stage offered customized encounters for clients and organizations to be adaptable simultaneously. The customary block to mortar organizations have embraced progressed mechanical devices to answer the changing patterns to dissect quickly advancing client purchasing conduct and utilizing examination to use information in making a channel of a key and computerized business process. Titan is the fifth biggest coordinated own image watch producer what began as a joint endeavor between TATA Group and TIDCO to offer better and raised encounters than its shoppers. Presently, it is offering an assortment of brands for watches, gems, eyewear, scents and head protector items across the world.

Titan has been generally dynamic in advancing its items now and again, be it carefully or from the conventional. Very much like its omnichannel conveyance methodology, it utilizes an omnichannel advancement approach utilizing all essential mechanisms of correspondence to advance its advertisements.

The organization involves Newspapers and Television as its essential type of disconnected correspondence. It is a powerful medium in light of the fact that the two media can contact a more extensive crowd and arrive at enormous designated gatherings.

Discussing its computerized showcasing approach, the organization has quickly adjusted to changing client designs and advances as needs be. Fastrack is its most-followed page via online entertainment and makes an advanced momentary mission around celebrations and other most recent happenings in the country.

Titan is a shrewd brand that continually investigates planning new watches considering a cooperation technique. It has its children designated brand name Zoop that has worked together with Marvel and Doraemon to deliver kids-situated themed watches. It likewise has as of late teamed up with Game of Thrones.

Promoting or a publicizing effort is a drive to draw the consideration of individuals towards a particular item or administration. Such missions are otherwise called limited time movement or essentially promoting efforts.

Titan utilizes a gradual promoting methodology and the storyline of the missions rotate around depicting a social message.

Titan Watches is known for making the most special and excessive adornments as well as incredibly straightforward embellishments. It has figured out how to become market in the majority of the sections it works in on account of an all around oversight item portfolio.

Far beyond, Titan figured out how to chip away at all parts of the business from delivering new plans, teaming up with patterns to using a wide range of promoting channels accessible. The organization takes care of the multitude of bases well indeed.

Titan brings an enormous scope of items to the table however can we just be look at things objectively, not every person will have similar necessity with regards to buying something very similar. In light of this, its valuing methodology goes from Rs. 1,000 to Rs. 25,000.

Titan's evaluating procedure is according to the strength of the items and administrations advertised. To that end we endeavour to offer the best worth to our clients and endeavor to bring them convincing items at sensible costs.

Titan has around 800 elite stores offering its watch items and is available in excess of 250 towns and urban areas in India.

Besides, It has not limited itself just to its own stores. It has joined forces with different merchants and utilizations an omnichannel appropriation approach and circulates its items through multi-brand outlets (MBOs), huge organization departmental stores and internet business sites.

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This mission was sent off on the event of Women's day in the year 2016. The perfectly exhibits a predisposition that individuals have as for name and orientation and the manner in which they approach a story connecting with something very similar. This notice has an inconspicuous turn that left a many individuals in questions.

This mission was delivered in 2013, displaying the connection between an understudy and an instructor. It likewise sort of on the lines of expressing gratitude toward educators for steady help and saying thanks to them with a gift since, in such a case that there's one thing better than an exceptional gift, it's a gift very much given.

This mission was the send off of the new Titan Raga series and a new slogan "Khud Se Naya Rishta", to advance the womanhood and the abilities of ladies around us.

## NEED FOR THE STUDY

Advertising is getting increasingly more client driven with every one of the large brands zeroing in on what client needs and what fulfills their clients more. In such a client centered business world, concentrating on the consumer loyalty has become important for every one of the organizations and ventures. Reviewing the clients routinely and in an assortment of ways is a basic piece of maintaining an effective business, no matter what your industry, item or administration.

Consumer loyalty, a term oftentimes utilized in showcasing, is a proportion of how items and administrations provided by an organization meet or outperform client assumption. Consumer loyalty is characterized as "the quantity of clients, or level of complete clients, whose announced involvement in a firm, its items, or its administrations surpasses indicated fulfillment objectives.

Consumer loyalty, a term often utilized in promoting, is a proportion of how items and administrations provided by an organization meet or outperform client assumption. Consumer loyalty is characterized as "the quantity of clients, or level of complete clients, whose revealed insight with a firm, its items, or its administrations surpasses indicated fulfillment objectives.

The aftereffects of examination show that youthful age bunch had higher fulfillment in using the Titan watches than the center and advanced age respondents. Subsequently it is recommended that Titan industry might target drawing in center and old answer

- Accessibility of extra pieces of titan watches was troublesome thus the extra parts might be made accessible without any problem
- The cost of the Titan watches is ventured to be high thus the value must be diminished.
- An appropriate dissemination channel of the item might be created. Likewise viable commercials can be made.
- The discoveries are that of Titan watches well defined for Erode District.
- The reactions given by the members have been thought to be valid with the end goal of the concentrate yet there might be private inclinations.
- The example size is restricted to 100 clients in particular. So the equivalent can't be precisely finished to the whole populace.

- To concentrate on the Socio-Economic variable of the respondents.
- To uncover the elements developing brand value or hurting something similar
- To dissect the elements causing brand Sticking inclinations of Consumers.

## Literature Review

Jean-Noel Kapferer and Jennifer L. Aaker (1992, 1997) expressed that a brand is basically a vender's guarantee to give a specific component, civility, or administration to the purchaser. The best brands ensure quality. Notwithstanding, a brand is a significantly more intricate image. It can pass importance in up on to six levels: trait, benefit, esteem, culture, character, and client. Acker and Kevin Lane Keller (1995, 1998) investigated that brand value is firmly connected with brand mindfulness, saw brand, major areas of strength for quality and close to home affiliations, and different resources like licenses, brand names, and channel connections. Aaker and Patrick Barwise (1990) concentrated on how a few firms depend on development to gain and assemble rich brand portfolios. Organizations for the most part don't report brand value on their monetary records because of the erratic idea of their valuations. Nonetheless, obviously brand value is connected with the superior value a brand acquires increased by the extra volume it moves comparative with the typical brand. Peter H. Farquhar, Julia Y. Han and Yuli Ijiri(1992) looked into Brand value ought to reflect not just the promoted worth of the steady benefits from the ongoing utilization of the brand name yet additionally the worth of its expected augmentations to different items. Van Schwartz examined(1998) that Cendent's Henry Silverman has gone to the extent that any one contending that brand is all that and in demonstrating the way that a brand could be parted away from the functional parts of the business. Scott Davis and Darrell Douglass (1995) investigated that In Kucz marski's cross country investigation of organizations in a wide scope of enterprises, just 43% of organizations demonstrated that they even estimated brand value. While 72% of organizations were sure enough in their image value to project that it would most recent two years with no monetary help, more than 66% of the respondents had no formal long haul brand methodology. Brian F. Harris and Roger A strang (1985) investigated how homegrown brands have been battling generics in an assortment of ways. Ralston Purina is focused on pet people who improve the nature of their items, distinguish emphatically with their pets, and care generally about quality. Procter and Gamble has sent off a standard paper item that is worse than its top of the line however superior to generics and at a cutthroat cost. Different organizations slice costs just to contend with generics.

Since its presentation, Titan has been situated as an exceptional brand, giving great items. With its various sub-brands taking care of various portions, the test that Titan faces is to make serious areas of strength for a picture. It follows different situating procedures, these methodologies can likewise be investigated as given beneath:

### **Attribute Positioning:**

When the company launched its products, it was the first to bring quartz watches to the Indian market. The company successfully leveraged this to penetrate the market and gain a market share. Raga, Classique and Regalia come under this strategy. Classique has been positioned as elegant corporate wear that leaves a quiet, but definite impression and fusion of function and sophistication. Power dressing now has a new weapon! As Magic in gold and bicolour look, the 'Regalia' range represents the essence of dress-wear. Raga has been differentiated and positioned as exclusive watches for women. The Raga and Silver Raga collection is elegant, delicate and feminine with each piece being truly unique

### **User Positioning:**

Titan takes care of a few client bunches youngsters (the Dash), sportspersons and adventurers (PSI4000 and Fastrack range). The Fastrack range is viewed as being contemporary, durable and dependable. The publicizing, bundling and promoting of this reach is youthful, energetic and „cool“ (the promotion line says "Cool watches by Titan")

### **Benefit Positioning:**

The Fastrack Digital reach offers the client a useful watch that is moreover alluring. The computerized watch has a "techno

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nerd" picture, however Titan tries to separate its contribution based on prevalent style and engaging quality.

### **Competitor Positioning:**

With the section of a few unfamiliar watchmakers into the market, Titan needed to counter the danger. A large portion of the contestants are taking care of the upper finish of the market-Omega, Tissot, Cartier and so on. Titan previously had the Tanishq brand in this section. Nonetheless, it has attempted to reposition this brand by expanding the value reach to energize more clients.

### Quality or Price Positioning:

In the overseas market, especially in Europe where it is competing with Swiss and Japanese watches, it is positioning itself as „value

- for-

money“: reasonably priced

(less than Swiss watches and higher than Japanese), attractively styled and of good quality. In Indian market, Sonata is a perfect example of Price positioning, titan came up with this segment when it was facing heavy competition from lower end segment.

### Men“s segment:

With Titan situating its scope of looks as a way of life, the Indian market began seeing watch more as a supplement to dress than only a period showing machine. They are likewise understanding that, dissimilar to different types of workmanship that are intended to be respected, very good quality gems watches have that special reward: commonsense extravagance with a capacity other than magnificence. Watches have joined the rundown of tie, antiperspirant and shoes to address the event and display your status.

### Dress Wear

Titan has three brands situated for this section: Nebula, Regalia and Insignia.

Cloud:

Advertised as the "Gems assortment from Titan", Nebula is focused on towards

Wealthy men who think about wearing gold gems an image of status. Enchanted mix of generally desired of metals, Gold and craftsmanship; Nebula is to a greater extent a specialist watch with the most reduced cost model at Rs.5500. It is promoted as a "watch for knowing person" getting... . sorcery in gold".

The watch utilizes the remarkable mix of gold and bicolour looks addressing the embodiment of dress-wear. In India, gold-look is related with status and yet, the silver-look is the style of the day in worldwide watches. With the mix of both, this watch is designated towards prosperous financial specialists. The rich looks and varieties make it a solid contender to the unfamiliar brands like the Tissot, Piaget and Radio.

This is additionally advertised as a watch for gift "Unique Watch for exceptional event", situating this as an expensive gift.

The World Watch from Titan."

The watch with interesting plans and accuracy designing was focused on towards the European business sectors. The intricacy of this watch is multiple times in excess of a standard titan watch. However it didn't meet with a very remarkable progress in Europe, this slogan and catchphrase

"Worldwide" are utilized to position

this watch as a-list watch for global explorer with European preferences.

### **Classic Watches**

Watches that are for each day use and those with not so much ruffles but rather more worth are delegated Classic watches. These watches are typically designated towards center and upper center pay class buyers.

Classique:

"Power dressing currently has another weapon!"

"Ageless tastefulness caught on the wrist."

Classique' is advertised as a combination of capacity and refinement.

Classique with its looks fits the formal corporate picture and is situated as a watch for corporate representatives. This additionally supports the significance of watch alongside the dress worn. These watches are conventional in their effortlessness and track down no genuine contenders aside from HMT.

Royale: Customer fulfillment is turning into an undeniably notable theme in many firms and in scholastic examination Anderson et al. (1994) affirmed that fulfillment is a post utilization experience which contrasts apparent quality and anticipated quality. Correspondingly, Oliver (1996) defines fulfillment as a profound post-utilization reaction that may happens the consequence of looking at expected and genuine execution (disconfirmation), or it tends to be a result that happens without contrasting assumptions On the other hand, a few past analysts have made sense of consumer loyalty concerning assumption. They characterize assuming assumptions are surpassed by execution; fulfillment is produced (Churchill and Surprenant, 1982; Bearden and Tell, 1983; LaBarbera and Mazursky, 1983). Similarly, Buswell (1983) identified consumer loyalty as a blend of five key mentalities. Those are information on staff, correspondences, mastery of staff, ability to loan and branch plan. Thusly, Berry, Zeithaml, and Parasuraman (1985) contended that consumer loyalty can be characterized as the traits of search, insight, and assurance. Yi (1990) accepts consumer loyalty should mean

assessment, representing a sort of consuming experience. A vkiran (1994) recognized consumer loyalty by client direct, validity ,correspondence, admittance to teller Simultaneously, as indicated by Anderson and Fornell (1994), customersatisfaction is the term which might bring down the opportunity of clients being driven away because of the low quality of items or administrations. For nell (1992) noticed that the more fulfilled clients are the one that are more prominent in their maintenance while, Anderson and Sullivan (1993) added that fulfilled client would plan to

rehash buy which would improve organizations'' productivity. In

relationship with this Jones and Sasser (1995) recognized that totally fulfilled clients are the individuals who are substantially more faithful than only fulfilled client Spreng, MacKenzie, and Olshavsky (1996), on the other hand, characterized fulfillment as the close to home response to an item or administration experience. Oliver(1997) characterized fulfillment as the client's fulfillment reaction. It is a judgment that a genius pipe or administration include, or the item or administration itself, gives a pleasurable degree of utilization related satisfaction. The most widely recognized translations mirror the idea that fulfillment is an inclination which results from a course of assessing what was gotten against that normal, the buy choice itself and the satisfaction to needs or want(Armstrong and Kotler, 1996: Berkowitz, Kerin, Hartley, and Rudelius, 1999).Kotler (1999) likewise noticed that fulfillment is a component of seen execution and assumptions which distinguishes sensations of an individual coming about because of comparinga items saw execution corresponding to their assumptions.

Wong (2000) accepts that a client's absolute fulfillment is a close to home discernment. Assessment depends on the customer''s response from utilizing the

item or administration. Consumer loyalty then is a complete fulfillment that leaves great insight. The impression of this completeness is basically the same as the importance of client esteem bundle raised by Fredericks and Salter (1995).The client esteem bundle incorporates: cost; item quality; administration quality; development; and corporate picture. Additionally, Martensen, Grønholdt, andKristersen (2000) likewise found that assumption, item quality, and corporate picture are three working with factors in guaranteeing consumer loyalty. Hackl and Scharitzer (2000) have distinguished consumer loyalty as financial objectives and have thought about consumer loyalty as an essential for client maintenance and dedication, and clearly that will generally help in acknowledging monetary objectives like productivity, portion of the overall industry, profit from speculation. Sures chandar et al. (2002) presented different methodology of consumer loyalty and characterized consumer loyalty as multi-layered develop.

As indicated by Bitner and Zeithaml (2003), fulfillment is the customers' assessment of an item or administration as far as whether that item or administration has addressed their requirements and assumptions. The specialists uncover that fulfillment can too be seen as happiness, joy, joy, and help. Along these lines they noted consumer loyalty as a dynamic and moving objective that might advance over the long run, impacted by assortment of variables. Guenzi and Pelloni (2004) utilize the accompanying meaning of fulfillment in their study: "In general fulfillment is the shopper's disappointment or fulfillment with the association in light of all experiences and encounters with that specific association" (Bitner and Hubbert, 1993). Fe and Ikov (2004) added that the impression of the word fulfillment impacts the exercises which we direct to accomplish consumer loyalty. Boselie, Hesselink, and Wiele (2002) characterized fulfillment as a positive, emotional state coming about because of the examination of all parts of a firm's working relationship with another firm. This definition indicated that satisfaction (understood as full of feeling) can be appeared differently in relation to an objective outline appraisal of results - accordingly framing an objective exhibition correlation component. Hence, the fitting meaning of consumer loyalty for this study would be the one by Boselie et al. (2002).

## Customer Loyalty

The significance of devotion has been broadly perceived in the advertising writing (Oliver, 1999; Samuelson and Sandvik, 1997; Howard and Sheth, 1969). According to Duffy (2003), dependability is the inclination that a client has about a brand which at last produces positive and quantifiable monetary results. Soderlund (1998) drew on the idea of reliability as the degree to which the client expects to buy again from the provider who has made a specific degree of fulfillment. Dedication, in at least one of the structures noted above, makes expanded benefit through improved incomes, discounted expenses to gain customers (Sharp and Sharp, 1997), lower client cost responsiveness (Krishnamurthy and Raj, 1991), and diminished expenses to serve clients acquainted with a company's administration conveyance framework (Reicheld and Sasser, 1990). Customer devotion addresses the recurrent buy and alluding the organization to different clients (Heskett, 1994).

Upgrades in maintenance and expanding in the portion of the organization are the conspicuous financial advantage of client faithfulness. As indicated by Feick and Lee (2001), client devotion has been estimated as the drawn out decision likelihood for a brand or as the need might have arisen for exchanging. Faithful clients are less inclined to switch as a result of cost and they make a bigger number of buys than comparable non-loyalcustomers (Reichheld and Sasser, 1990). Oliver (1997) saw client dedication as a profoundly held obligation to rebuy or disparage a favored item or administration reliably later on, in spite of situational impacts and advertising endeavors having the capacity to cause exchanging conduct. Client steadfastness lessens promoting expenses and that the general expenses of client maintenance are considerably not exactly those of obtaining (Fornell and

Wernerfelt, 1987). Hallowel (1996) portray client faithfulness as the relationship a client keeps up with the dealer after the principal exchange. Client dedication is frequently alluded to as a buy conduct (Griffin,1996). Then again, client devotion is drawn closer as an attitudinal build. Mentality indicates how much a customer's demeanor towards an assistance is well disposed (Azjen and Fishbein, 1980). Notwithstanding demeanor, it has been contended that devotion may likewise be founded on insight (Lee &Zeiss, 1980). In its mental sense, client faithfulness is frequentlyoperationalised as a cognizant assessment of the cost/quality proportion or the readiness to address an exceptional cost, or on the other hand cost lack of concern (Fornell,1992; Zeithaml et al., 1996).Jacoby and Kyner (1973) expounded that the meaning of unwaveringness incorporates six essential circumstances

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that unwaveringness is the one-sided (that is, non-arbitrary), conduct (that is, buy) reaction, communicated after some time, by some dynamic unit (an individual or gathering of people), as for at least one elective brands out of a bunch of such brands, and is a component of mental cycles (navigation, evaluative).On the opposite, Oliver (1999) contends that client faithfulness is a state serious areas of strength for of in the repurchase, or reuse, of an item or brand. This contribution is sufficiently able to defeat the situational and serious impacts which could drive an assortment searchers or an exchanging conduct. This state of client dedication is reached through four successive stages: intellectually faithful (immediate or backhanded information about the brand), full of feeling reliability (rehashed affirmations of his assumptions), conative devotion (high association that is a propelling power), and activity unwaveringness each conceivable hindrance that could come in the method of the choice to purchase the brand to which the individual is faithful).

On the expression of Gremler and Brown (1996) client devotion is noted by the degree to which a client shows repeat buying conduct from a specialist co-op, has a positive attitudinal demeanor towards the supplier, and considers involving just those suppliers when a requirement for the help emerges. Correspondingly, Kaanapali (2000) expressed that a faithful client is a client who repurchases from a similar specialist organization whenever the situation allows, and who keeps on suggesting or keeps an uplifting outlook towards the specialist co-op. In connection with this, Pong and Yee (2001) is characterized as the readiness of client to reliably re-belittle a similar specialist co-op/administration organization that might be the best option among alternatives, thereby conforming to genuine social results and joining with ideal disposition and perception, no matter what any situational impacts and showcasing endeavors made to actuate exchanging conduct. Zeithaml (2000) attested that steadfastness is repeated exchanges (or level of complete exchanges in the class, or absolute consumptions in the category) and can once in a while be estimated basically with observational strategies. Besides, a briefer and more unambiguous definition is given by Anderson and Srinivasan (2003), who characterize dedication in challenge of electronic

business as the customer's positive disposition toward an electronic business, bringing about recurrent buying conduct. Unwaveringness manages explicit ways of behaving connected with repurchasing the help or item (Durvasula, Lynoski, Mehta, & Tang, 2004). Wong (2004) recommended client dependability as a key intervening variable in making sense of client maintenance (Pritchard and Howard, 1997) which is worried about the probability of a client returning, making business references, giving solid verbal, as well as giving references and publicity (Bowen and Shoemaker, 1998). Pearson (1996) characterizes client faithfulness in term of those clients who hold ideal perspectives toward the organization, resolve to repurchase the item/administration, and suggest the item/administration to other people. Consequently, these researchers of the momentum study will utilize the meaning of Pearson (1996) to characterize client dependability. Consumer loyalty, a business term, is a proportion of how items and administrations provided by an organization meet or outperform client assumption. It is viewed as a key execution marker inside business and is essential for the four viewpoints of a Balanced Scorecard. In a serious commercial center where organizations seek clients, consumer loyalty is viewed as a vital differentiator and progressively has become key component of business system. There is a significant group of experimental writing that lays out the advantages of consumer loyalty for firms

### **3.2) Measuring customer satisfaction**

Associations are progressively keen on holding existing clients while focusing on non-clients; estimating consumer loyalty gives a sign of how fruitful the association is at giving items and additionally administrations to the commercial center.

Consumer loyalty is an uncertain and dynamic idea and the real appearance of the condition of fulfillment will differ from one individual to another and item/administration to item/administration. The condition of fulfillment relies upon a number of both mental and actual factors which correspond with fulfillment ways of behaving like return and suggest rate. The degree of fulfillment can likewise shift contingent upon different choices the client might have and different items against which the client can analyze the association's items. Since fulfillment is essentially a mental state, care ought to be required in the work of quantitative estimation, albeit an enormous amount of exploration in this space has as of late been created. Work done by Berry, Brodeur between 1990 and 1998 characterized ten 'Quality Values' which impact fulfillment conduct, further extended by Berry in 2002 and known as the ten areas of fulfillment. These ten spaces of fulfillment include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These elements are underscored for ceaseless improvement and hierarchical change estimation and are most frequently used to foster the engineering for fulfillment estimation as a coordinated model. Work done by Parasuraman, Zeithaml and Berry somewhere in the range of 1985 and 1988 gives the premise to the estimation of consumer loyalty with a help by utilizing the hole between the client's assumption for execution and their perceived experience of execution. This gives the measurer a fulfillment "hole" which is evenhanded and quantitative in nature. Work done by Cronin and Taylor propose the "affirmation/disconfirmation" hypothesis of joining the "gap" described by Parasuraman, Zeithaml and Berry as two distinct measures (insight and assumption for execution) into a solitary estimation of execution as per assumption. As per Garbrand, client

fulfillment approaches view of execution separated by assumption for execution. The typical proportions of consumer loyalty include an overview with a bunch of explanations utilizing a Likert Technique or scale. The client is approached to assess every assertion and in term of their discernment and assumption for execution of the association being estimated.

## Research Methodology

### QUESTIONNAIRE

1. Which sub-brand of Titan watches do you possess?

- |             |           |                             |
|-------------|-----------|-----------------------------|
| a) Fastrack | b) Sonata |                             |
| c) Raga     | d) Nebula | e) Others, please specify . |

2. Since how many months / years have you been using Titan watch?
3. Why do you prefer Titan brand?
  - a) Attractive designs,
  - b) Reasonable price
  - c) Brand image
  - d) Good quality
4. Do you remember the original tagline of Titan watches? If yes, please mention.
5. Have you seen the advertisement of Titan watches?
  - a) Yes
  - b) No
6. In which media have you seen the advertisement?
  - a) TV
  - b) Newspaper
  - c) Magazines
  - d) Hoardings
  - e) Radio
7. Are you aware of the new tagline of Titan?
8. How do you rate the new designs of Titan?
  - a) Poor
  - b) Average
  - c) Above Average
  - d) Good
  - e) Excellent
9. Have you seen the new campaign of Titan?
  - a) Yes
  - b) No
10. Do you think the new advertisement is effective in inspiring consumers to have a new look everyday and be more in lives?
  - a) Not at all effective
  - b) Effective
  - c) Highly effective
11. How do you rate Titan s exclusive showrooms with respect to the following:  
(1 Poor, 2-Average, 3-Above Average, 4-Good, 5Excellent)
  - a) Ambience
  - b) Sales personnel
  - c) After sales service
  - d) Display of watches
  - e) Overall showroom -
12. What suggestions would you like to give to improve Titan s brand image among customers?

Shopper Awareness Survey Data Interpretation Titan sub-brand claimed This was a numerous decision question where respondents were approached to pick sub brands of Titan which they have. It was seen that as around 72% of the purchasers in the age gathering of 20-30 years have Fastrack brand 14% Sonata, 6% Raga, 4% Nebula and just 2% own WWF and Edge.

Titan sub-brands moved by respondents

Time of purpose The respondents were approached to make reference to since how long they have been brand faithful to Titan. This was an open finished question and consequently different reactions were gotten. The base time of purpose was set as one year, as referenced prior, while the most extreme time of still up in the air. For comfort, the various reactions are arranged into three: 1year 4years, 4years 7years and 7years 10years. 64% of the respondents fall into first class, i.e., they are utilizing Titan watch in the scope of one to four years. 24% respondents are in second classification and the rest 12 % are involving it for over seven years.

**Figure 5: Period of Titan watch s use**

Purposes behind brand dependability The respondents were approached to choose the reasons from the choices given for their inclination for Titan watches. For this inquiry, multi-reactions were gotten from the respondents. Table 1: Reasons for brand inclination Reasons No. of respondents ( out of complete 50)  
Attractive plans 39 Reasonable Price 7 Brand picture 22 Good quality 25

**Figure 6: Reasons for brand inclination**

Review of Titan s slogan Titan s slogan, before brand repositioning exercise has been embraced, was What s your style . This slogan was taken on during first rebranding practice in 2004. The respondents were approached to show whether they recollect the slogan in dichotomous manner, i.e., as yes or no . It was seen that as just 22% of the respondents had the option to review the slogan and the leftover 78% replied in negative.

Review of Titan s unique slogan

Titan s commercials Titan publicizes its watches in practically all media vehicles. The promotions should be visible in TV, magazines, paper, hoardings, bulletins, radio, etc. Every one of the 50 respondents have seen the promotions of Titan watches in different media. This was a multi-reaction question and the choices given to choose were confined to TV, magazines, papers, hoardings and radio. The discoveries of the overview have been summed up in a table as follows:

Table 2: Major Advertisement media Types of media No. of respondents TV 46 Magazines 25 Newspapers 36 Hoardings 15 Radio 4

Significant promotion media

New plans of Titan has sent off a few new plans in 2008 in its current assortments and according to its arrangements presented new item assortments moreover. The respondents were approached to rate the new designs as poor, normal, better than expected, great and brilliant. 7 respondents feel that their plans are amazing, 39 have appraised them as great and 4 have evaluated as normal.

### **Figure 11: Consumer view of new plans**

Rating of New Campaign The half of the respondents who have seen the new mission were approached to rate it as for how powerful the mission is in rousing shoppers to have another look ordinary and be more in lives. [46] The respondents were approached to rate it as not by any stretch successful, compelling and exceptionally powerful. 16 out of 25 respondents believe the new mission to be exceptionally successful while the excess 9 evaluated it as powerful.

### **Figure 13: Consumer view of new mission**

Titan's select display areas The respondents were approached to rate Titan's restrictive display areas on a 5-point rating scale: Poor, Average, Above Average, Good and Excellent. The variables connected with display areas [47] that were given to the respondents to rate are store feeling, deals faculty, after deals administration and show of watches.

### **Figure 14: Consumer view of store feeling**

Every one of the reactions have been summed up as follows: Introduce more in vogue and creative plans Focus on specialty markets, for example, working people Spread mindfulness about accessibility of watches in lower portions as the greater part of the buyers feel that Titan brand is inseparable from premium watches. Do whatever it takes to change customer discernment that Titan watches are costly. Work on after deals administration.

Discoveries of the study The discoveries of the purchaser mindfulness review are recorded underneath: 72% of the respondents in the age gathering of 20-30 years have fastrack watch. This shows that the situating methodology of these watches has been great. The greater part of the purchasers incline toward Titan looks for their appealing plans and great quality. Be that as it may, there is a confusion about evaluating of Titan items among the customers. They see them to be expensive.

Logos and slogans are seldom seen by the watch buyers. Henceforth, any adjustment of them likewise slips by everyone's notice. Promotion in broad communications like TV, papers, and magazines are best means to

spread mindfulness about brand Celebrity underwriting of watches builds the perceivability of the item as well as gives a confirmation to the purchasers.

## 6. References

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[www.titan.com](http://www.titan.com)

[www.titanwatches.com](http://www.titanwatches.com)

[www.slideshare.com](http://www.slideshare.com)