

A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES

VISHAL T

MBA Student, Sathyabama Institute of Science and Technology, Chennai

KUMAR. N

Assistant Professor, School of Management,

Sathyabama Institute of Science and Technology, Chennai

ABSTRACT:

Customer satisfaction is an important component of the Marketing function and it are often simply defined the number of consumers, or percentage of total customers, whose reported experience with a firm. With more companies changing customer centric, customer satisfaction levels are measured for its improvement are done by the businesses. The focus of this study is to understand knowledge about the varied kinds of titan brand, factors influencing the consumers to prefer a selected brand and thus the issues faced by them on using such brands. For the aim of obtaining the data, questionnaire method is used. Suitable tools are exploited to urge scientific evidence and further suggestions useful for the industry have also been presented.

KEYWORDS: Customer, satisfaction, titan watches

1. INTRODUCTION

Marketing is getting more and more customer centric with all the large brands that concentrate on what customer needs and what satisfies their customers more. In such a customer focused business world, studying the customer satisfaction has become necessary for all the businesses and industries. Surveying the purchasers regularly and through a kind of the way could also be a critical a part of running a successful business, regardless of your industry, product or service. Customer satisfaction is known as how individual customers, groups, or organizations, use and dispose ideas, goods, and services to satisfy their needs and wishes. It refers to the action of consumers within the market place and underlying motives for those action. Marketers expect that by understanding what cause the consumers to buy for particular goods and services, they go to be able to determine which products are needed within the, market place, which are obsolete, and thus the way best to present the products to the consumers

2. SCOPE OF THE STUDY

The research pertains to finalize this consumer preference of watch within the study with special reference to titan watches in Erode region. The study helps to understand knowledge about the various sorts of titan brand, factors influencing the consumers to prefer a selected brand and thus the issues faced by them on using such brands. The consumers while making preference decisions are influenced by external, internal factors and factors like product features, quality, price then On.

3. REVIEW OF LITERATURE

David S Landes; Revolution in time, 2004 World of some time keeping generally and mechanical watches especially could also be a desirable and sophisticated field. Highly complex micromechanical systems, the history of development of movements and elegance trends and political and personal intrigues of industry provide for interesting reading and endless opportunity for research.

Economic Times, 10 march 2012 Titan's play within the life-style category is analogous to what US watch and accessory brand Fossil did diversifying into eyewear, handbags, jewellery, shoes and apparel (in some geographies). The firm's youth brand Fastrack will drive this transformation, an effort partly to form sure that the parent brand Titan is shielded from any risk. Fastrack is already into watches and eyewear, and now it's watching categories like bicycles, helmets, shoes and apparel. Barry, Ann Marie Seward: Visual intelligence, 1997 In educated societies, the human brain has been trained to research text during how that a reader is in a position to interpret writing as whatever he or she sees within the meaning of the words by analysing the context during which the text was written. Through teaching people to read and analyse literature, the educated society has become more conversant in picking apart the words they're reading. that exact same process, however, doesn't hold true for the human perception of images. Through societal norms, we've grown conversant in accept images as truth without using the same analytical process to pick apart images within the way we do text. The human perception of truth in images plays a significant role within the modern-day trend of manipulating photographs. during this increasingly digital age, photographs are often manipulated to portray an illusion of no matter the manipulator wants the image to be. this may be especially prevalent in print advertising, where the foremost goal is to influence the wants or desires of a consumer with persuasive images.

Peter Bron; Wrist watch annual, 2004 per annum many wrist watches are introduced. Some features innovative designs or mechanical improvements et al. available only in limited editions, keeping the world interesting for collectors.

4. OBJECTIVES

To review about the factors influencing the consumers buying titan watches. To research whether the merchandise quality of Titan watches is capable of addressing all demands made by customers to spot the difference between Expectation & Perception of consumers in product quality offered by Titan watches.

5. METHODOLOGY RESEARCH DESIGN

Research design is that the arrangement of conditions for collection and analyse of data during a scientific manner that aims to combine relevance to research purpose with economy in procedure. The research study applied here is merely descriptive.

6. STRUCTURE OF QUESTIONNAIRE

During this study, the first data is collected through questionnaire from the respondents directly and online form. A questionnaire consists of variety of questions printed or typed during a definite order on a form. Here, open ended and shut ended questions; order and rating scale are utilized in the questionnaire.

SAMPLE SIZE: the number of samples chosen was 150 Respondents

7. RESULT

7.1 CHI SQUARE ANALYSIS

Chi square analysis of respondents age and comparing with the Titan watch affordability.

Hypothesis:

H0 – there's no relationship between respondents age and therefore the price affordability of the watch

H1 – there's relationship between respondents age and price affordability of the watch.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
scale1 *	7	100.0%	0	0.0%	7	100.0%
scale2						

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.000 ^a	30	.243
Likelihood Ratio	24.470	30	.750
Linear-by-Linear Association	.759	1	.384
N of Valid Cases	7		
a. 42 cells (100.0%) have expected count less than 5. The minimum expected count is .14.			

Interpretation: Since P value (.242) is bigger than 0.05 at 5% level of significance we accept null hypothesis H₀. Hence there's no relationship between respondents age and price affordability of the watch.

8. FINDINGS

- The project revealed that 55% of the respondents fall under the age group of Below 25 years. • 69% of respondents are Male.
- The project revealed that 44% of the respondents are Students and 35% of the respondents are Salaried Employees. This could be because most of the Students and Salaried Employees fall under the category of Youth, and almost all of them prefer the brand “Titan watch”.
- This project revealed that 40% of respondent’s monthly income is below 10000.
- 75% of the respondents visited titan showroom and 25% of them didn’t visited showroom.
- Since P value (.242) is greater than 0.05 at 5% level of significance we accept null hypothesis H₀. Hence there is no relationship between respondents age and price affordability of the watch in chi square.
- Since p value is higher than 0.05, we accept H₁ is and reject H₀. Therefore, there is a no significance Page 2 difference between respondents of repair the watch and compare with other watches in ANOVA.

9. SUGGESTIONS

- From the survey it's clear that majority of the purchasers were children and therefore the advertisements, products offered by Titan watches exactly matches the demand of youth. This makes Titan watches before its competitors
- Their design is sweet but they need to figure on their outlooks.
- Most of the respondents are able to buy the products of Titan Industries anytime, in order that they can come up with more sorts of products.
- Most of the respondents suggested that Titan Industries could come up with Smart Watch, or a contemporary version of watch as they're very curious about buying them

10. CONCLUSION

This article was a study conducted to know about the behaviour of the customer on titan watches. The study analysed the varied aspects of consumer behaviour. From this study, it's clear that majority of the purchasers of titan are satisfied about the brand. The customer think that titan is trendy and unique. We believe, titan can satisfy its customers more effectively than how they're doing it now by considering the conclusions generated from this project and adopting the suggestions given by their customers

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