



---

## A STUDY ON CONSUMER BEHAVIOUR TOWARDS TITAN WATCH

S. Yogeshwari, II M.Com,  
C. Sathisri, II M.Com,  
Department of Commerce,  
Idhaya College for Women, Kumbakonam

---

### ARTICLE DETAILS

Research Paper

---

#### Keywords :

Consumer, Organisation,  
Service, Marketing

---

---

### ABSTRACT

Customer satisfaction is an indispensable component of the Marketing function and it can be simply defined the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. The Objective is to study on the level of satisfaction among the customers and to evaluate the customer's opinion towards the Titan watches and suggest some improvements that can be helpful for the development of the organization. The research design adopted for this study is descriptive design. Data contains primary data and secondary data. Analysis is done on various perspective such as customer's perceptions, expectation of the customer's, opinion regarding the TITAN watches.

---

### Introduction

Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization and so achieve organizational goods. Production and marketing of goods and service are the essence of economic life in any society. All organizations performs these two basic functions to satisfy their commitment to their stakeholders the owners. The customer and society, at large. They create a benefit which is the want satisfying power of a good or service. Marketing is indeed an ancient art; it has been practiced in one form or other since the days of Adam and Eve. The essence of marketing is an exchange or a transaction, intended to satisfy needs and

wants. That is marketing is a human activity directed at satisfying needs and wants, though an exchange process.

Marketing is the way companies interact with consumers to create relationship that are beneficial to both parties. Businesses use marketing to identify their audience before advertising to the today, this is most visible though social media interactions and contests. Market potential is the total amount of product that customers will purchase within a specified period of time at specific level of industry wide marketing activity.

#### Objectives of the study

- ❖ To analysis the consumer's behaviour towards titan watches with special reference to kumbakonam town.
- ❖ To investigate the effect between brand experience, customer satisfaction and brand loyalty of the customer.
- ❖ To identify the difference between expectation and perception of customer of titan watches.
- ❖ To offer findings and valuable suggestions to improve the customer satisfaction of titan watches.

#### Scope of the study

The study helps to show the behaviour sense of consumer towards titan watches. Customers having pride in owning and wearing the most sophisticated, highly reliable and superior performance watch. This study describes and find the level of satisfaction among the consumer also.

#### Statement of the problem

Wrist watches has become an indispensable think in common man's life but in current scenario the increase of technology and innovation, most of the consumer's had switched over to the latest updates of innovation. The consumer's now-a-days they use mobile phones instead of watches though consumer's regret to use watches. The Titan watches has a standard sales than any other branded watches. Hence the study is do determine and scrutinize the factors influencing the customers to prefer titan watches even though there are more motivations and modern technologies.

#### Limitations of the study

- ❖ Watches have become most necessary commodity/services so it was difficult to definite population in particular size.
- ❖ Bias response from the customers.
- ❖ Limitation of time period

### **Research Methodology**

Research methodology is way to find out the result of a problem on a specific matter or problem that is also referred as research problem. A sample 75 consumers is selected at random to known their preference to Titan Watches

Primary data and secondary data are used for this study. Primary data was collected by giving questionnaire to consumers. The secondary data was collected from various external sources like books, magazines, website, journals etc.

### **Review of Literature**

The following are composed of several dimensions covering almost all importance elements that have been deal with many other research works. Review of this literature also brings to light other research findings and suggestion on similar customer satisfaction practice. The purpose of this literature review is to verify whether the selected model is applicable in this study. Since the research analyse the impact of important contextual factors on these practice. Several research finding associated with some contextual factors are also discussed in this chapter.

Anitha, Dr.M.Uma Maheswari (2013) the focus of the present study is to gain knowledge about the different types of Titan brand, factors influencing the consumers to prefer a particulars brand and the problems faced by them on using such brand. For the purpose of obtaining the data, questionnaire method is used suitable tools have been exploited to obtain scientific evidence and further suggestions useful for the industry have also been presented.

Kumaravel and Poornima (2019) analysed the Eco-Friendly technologies adopted by the Titan Watches. Titan has launched a range of watches that can be recharged from diffused and indirect light sources like mobile screens and candle light. Apart from this they have also launched the solar powered watches. These watches get charged whenever they come in contact with the light sources. This study revealed that advertisement is the major source of their brand awareness.

Anujilanda (2010) made a "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 design 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 latest design launched are displayed.

### Company profile

Titan Industries is the world fifth largest wrist watch manufacturer and Indian's leading producer of watches under the Titanmlkj678 me ., Fastrack, Sonata, Nebula, RAGA, Regalia, Octane & XYLYS brand names. It is a joint venture between the Tata Groups, and the Tamilnadu Industrial Development Corporation (TIDCo). Its product portfolio includes watches, accessories and Jewellery, in both contemporary and traditional designs. If designs it exports watches to about 32 countries around the world with manufacturing facilities in Hosur, Dehradun, Goa and manufactures precious Jewellery under the Tanishq Brand name, making it India's only national jewellery brand. It is a subsidiary of the Tata Groups.

Titan watch division was starts in 1987. At launch it was their watch company in India after HMT and Alwyn. Titan formed a joint venture with timex which lasted until 1994, and setup a strong distribution network across India. As of 2010, Titan watches account for a 60% shares of the total Indian market and are also sold in about 40 countries through marketing subsidiaries based in London, Aden, Dubai and Singapore. Titan watches are sold in India through retails chains controlled by Titan industries. Titan industries has claimed to have manufactured the world's slimmest wrist watch - Titan Edge produced indigenously after four years of research and development, the Titan Edge has a total slimness of just 3.5 mm and a wofer him movement of 1.15 mm apart from the Titan Edge.

### Data Analysis & Interpretation

Table No.1

Gender wise classification of Respondents

S. No	Gender	No. of Respondents	Percentage
1	Male	40	53
2	Female	35	47

	Total	75	100
--	-------	----	-----

**Source: primary data**

Interpretation:

The above table no.1 indicates that 53 percentage of the respondents are male, 47 percentage of the respondents are female. Majority of the respondents are male.

**Table No.2**  
Occupation Wise Classification of Respondents

S.No	Occupation	No. of Respondents	Percentage
1	Students	25	33
2	Employed	26	35
3	Professional	14	19
4	Others	10	13
	Total	75	100

Source: primary data

Interpretation:

The above table no.2 indicates that 35 percentage of the respondents are employed in various fields and 33 percentage of the respondents are students, 19 percentage of the -respondents are employed.

Table No. 3  
Reasons to Buy Watches

S No.	Reasons	No of respondents	Percentage
-------	---------	-------------------	------------



1	Formal	15	20
2	Fashion	22	29
3	Casual	13	17
4	Luxury	20	27
5	Others	5	7
	Total	75	100

Source: primary data

Interpretation:

The above table no.3 indicates that 29 percentage of the respondents are prefer to buy a watch for Fashion, 27 percentage of the respondents are prefer to buy a watch for Luxury 20 percentage of the respondents are prefer to buy their watch for Formal and 17 percentage of the respondents prefer to buy their watch for Casual lastly a relatively small percentage of 7 people prefer to buy their watch for others.

Table No .4

Satisfaction Level of the Product

S.No.	Problems Faced	No. of Respondents	Percentage
1	Highly Satisfaction	27	36
2	Satisfied	30	40
3	Dissatisfied	12	16
4	Highly Dissatisfied	6	8
	Total	75	100

Source: primary data

Interpretation:

The above table no.4 indicates that 40 percentage of the respondents are satisfied with the availability of the product, 36 percentage of the respondents are highly satisfied with the respondents are

dissatisfied with the availability of the product, remaining 6 percentage of people highly dissatisfied with the availability of the product.

Table No. 5

Problems Faced Frequently In Titan Watches

S.No.	Problems Faced	No. of Respondents	Percentage
1	Colour Fading	25	33
2	Water Proof	11	15
3	Battery Life	21	28
4	Poor Quality of Strap	18	24
	Total	75	100

Source: primary data

Interpretation:

The above table no.5 indicates that 33 percentage of the respondents are facing colour fading problem frequently and 28 percentage of the respondents are facing battery life problem frequently in their watch 24 percentage of the respondents facing poor quality of strap problem watch, and remaining 15 percentage of the respondents are facing water proof problem. Frequently in their watch.

Table No. 6

Most Effective Advertisement Media

S.No	Effective Advertisement Media	No. of Respondents	Percentage
1	Television	30	40
2	Magazine	9	12
3	Newspaper	14	19
4	Internet	22	29



	Total	75	100
--	-------	----	-----

Source: primary data

Interpretation:

The above table no.6 indicates that 40 percentage of respondents feel television is the most advertisement media puts more impact on our buying decision, 29 percentage of the respondents are feel internet, 9 percentage of the respondents are Newspaper and remaining 12 percentage of the respondents feel Magazine.

### Findings, Suggestions and Conclusion

The Major Findings are:

- ❖ Majority (53%) of respondents are Male
- ❖ Majority (37%) of respondents are 20-30 years age
- ❖ Majority (29%) of the respondents are prefer to buy a watch for fashion.
- ❖ Majority (40%) of the respondents are satisfied for using Titan Watch.
- ❖ Majority (33%) of the respondents are facing colour fading problem frequently in they watch
- ❖ Majority (40%) of the respondents feel Television is the most effective advertisement media puts more impact on buying decision.

### Suggestion

On the basis of the study the following suggestions are recommended.

- ❖ Most of the respondents are satisfied with the Titan product with their wide range of products quality and price in an effective way.
- ❖ The respondents are interested in the premium products of Titan products
- ❖ Strong competitor are available of sub Tele products in wide range is big deal.
- ❖ Marketing innovation and innovative, market, friendly products can bring more profits and consumer satisfaction
- ❖ Focus on niche markets such as working men and women.
- ❖ Introduce more trendy and innovative design.



- ❖ There should be some more attractive festival offers and gifts should be given on purchase of branded watches.
- ❖ Take steps to change consumer perception that Titan watches are high priced. There should be some more attractive festival offers and gifts should be given on purchase of branded watches.
- ❖ The branded watch has to introduce new models, frequently to the market order to much with customers buying behaviour.
- ❖ From the surely it is clear that majority of the consumers were young people and the advertisements, product offered by Titan watches exactly matches the demand of youth. This makes Titan watches ahead of its competitors.
- ❖ Tip up with international watch brands make them available locally.

### **Conclusion**

From the study of Titan Watch it can be understood that being so large and so expensive in brands it has allocated equal importance to each of its products and services. Moreover being so evident in each of its segment which is widely used by Indian as well as worldwide customers. Titan is not only focusing on major brands but also on those brands which are not performing well and new products are brought into market by viewing the importance of innovation in this changing environment. As because are treated as social insects, committed to prioritizing the needs colony's and working together, such team work, and a passionate commitment to achieve a shared goal is what helps Titan create milestones

On the growing influence of globalization of Indian watch industry, a number of global manufacturers are coming into the Indian watch industry in such a dynamic environment Titan need to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Titan needs to takes serious efforts to make it competitive and stable in the dynamic market situation by focusing on the service quality aspects.

### **References**

- Anujilanda (2010), study on Indian wrist watch industry and marketing strategy of Titan Watches", Faculty of commerce university of cape town. Act commerce, issue 3(1) pp: 29-49.



- Anitha Dr. M Uma Maheswari (2013)", "A study on different types of Titan Brand factors influencing the consumers to prefers a particular brand", International Journal of Retail & Distribution management, Issue 3(1), pp: 13-33.
- Kumaravel, V. and Poornima, N. (2019) "Eco-Friendly Technologies of Titan Company with Special reference to Brand Equity and preference of Titan Watches in Salem City', Shanlax International Journal of management, Issue 2(4), PP.90
- R.S.N.Pillai Bhagavathi, (2013) "Modern Marketing", Principles and practice", S. Chand publisher, New Delhi.
- Kothari CR "Research Methodology", New Age International(P)Ltd.,Sultan Chand& Sons Publications 2000.