

## A Study on Customer Satisfaction towards Titan Watches

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**ABSTRACT:** *Customer satisfaction is the main feature of the marketer. Today people work with the time. Time is considered as the important factor in every human beings life. So watches have become very necessary to everyone. This paper refers to the satisfaction towards the features of the customer towards the titan watch.*

**KEYWORDS:** *Titan watch, Customer, Satisfaction.*

### INTRODUCTION

Now-a-days watches are having high demand in the fashion world. In market there are plenty of availability of watches on the basis of the customer needs and want. The main aim of the watch company is to attract the customers on the basis of the watch design, cost, quality, quantity etc. In the new era the watches have become digital watches which is in trend in which smart watch is synchronized with smartphone so that it can used to attend mobile calls, access notification alerts and used to store health records etc. Today marketing executives analyse the customers buying behaviour of watches to predict the future trends. In the century of 18<sup>th</sup>& 19<sup>th</sup> watch industry has established in the western land especially in Switzerland but in India it has established in second half 20<sup>th</sup> century. Through the years the Titan has maintained its strong foothold in the watch market with the introduction to impeccably crafted collections made for the discerning customer. The watch Products division is where the Titan story began. Today, this division has placed Titan company among the world's largest retail networks & earned the company the place of fifth largest integrated watch manufacture in the world with over 4000 employees spread over 3 business units in Bangalore, India a manufacturing unit at Hossur & 3 assembly plants located in the north of India, the division continues to add world-class brands to the company's portfolio.

Customer satisfaction is a measurement of how happy customers are with a company's product and services. It also includes Customer's perceived quality, value and expectations of a company and what it offers.

### LITERATURE REVIEW

**According to Gazal Gupta, Dr. Binod, Dr. Vimal Bhatt(March 2022)** “the research has been conducted in order to understand the customer satisfaction towards titan watch & to know the factors affecting the customers to buy the titan watch”.

**According to Anita N. Halamta(Feb 2013)** “the research explore that human beings work with time & most of the people would have a wrist watch. Hence their study refers to the consumer behavior & brand preferences towards the titan watch”.

**According to M Elakkiya (April 2016)** “different brands with different technologies & designs have entered the market which increased the competitiveness. The major finding of their study was that there was no relationship between the demographic variables & the purchasing behavior of the customer towards titan watches”.

**According to Vishal T (April 2021)**“every marketer mainly concentrate on the customer satisfaction towards the product on the basis of customers who reported about the product& the brand. This study mainly focuses on the factors influencing the customer buying behavior & what are the problems faced by the customer by using the product”.

### OBJECTIVES

- To study the factors influencing customers to purchase the watches.
- To know the satisfaction level of the customers towards the watches.
- To know about awareness about Titan watches to the people.
- To know about duration use of Titan watches.

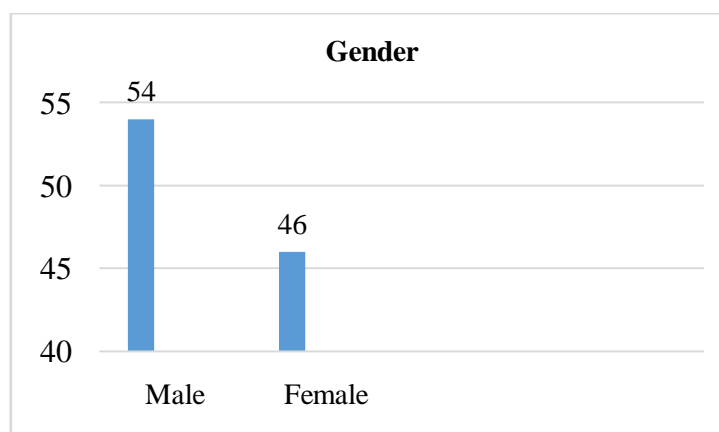
**RESEARCH METHODOLOGY**

This study is to know the customer satisfaction level towards the Titan watch. The research methodology is conducted both on primary & secondary data. Primary data is taken through questionnaire & also with the discussion of people. Secondary data is taken through the different journals, articles. The sample size has taken for 50 for the survey which is restricted to Davanagere city. In the survey bar graph, pie chart are included.

**DATA ANALYSIS**

**Gender**

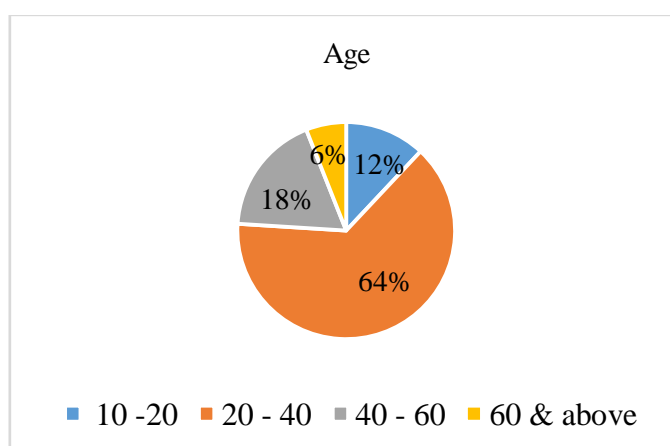
Gender	%
Male	54
Female	46



**Interpretation:** The above graph shows that respondents of 54% is male & 46% is female.

**Age**

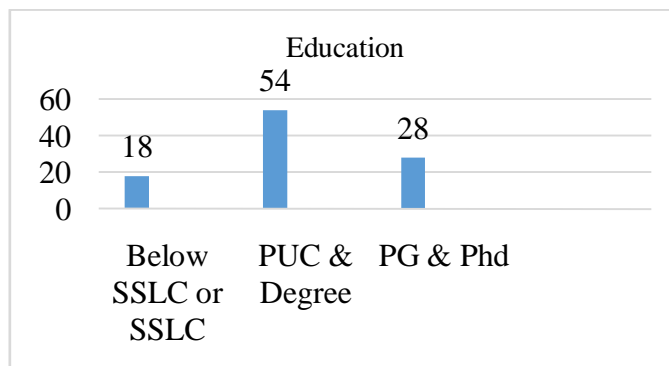
Age	%
10 - 20	12
20 - 40	64
40 - 60	18
60 & above	6



**Interpretation:** The above pie chart refers that highest respondents (64%) belongs to the age group of 20 – 40, 18% of the respondents belongs to the age group 40 – 60, 12% of respondents belongs to the age group 10 – 20 and the lowest 6% respondents belongs to the age group 60 & above.

**Education**

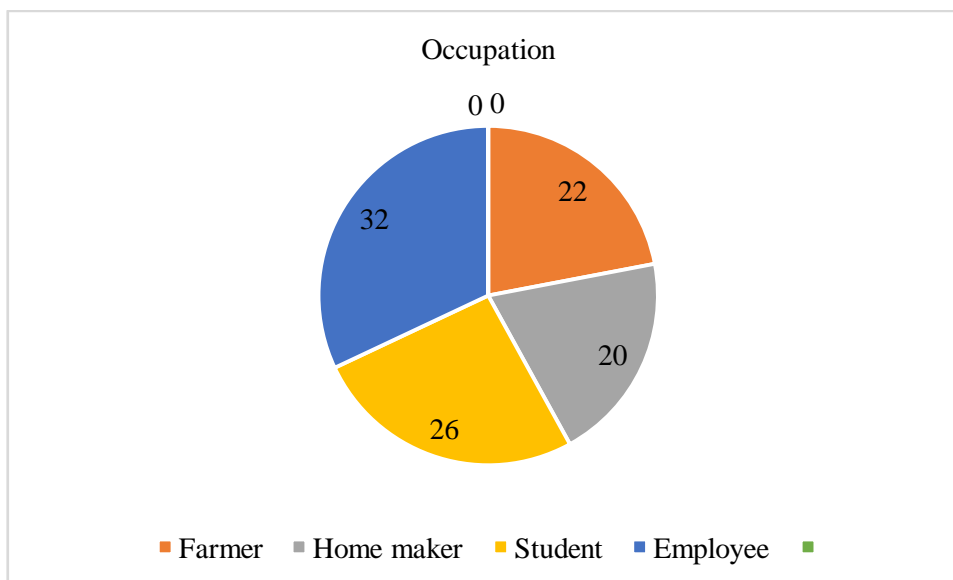
Education	%
Below SSLC or SSLC	18
PUC or Degree	54
PG or Phd	28



**Interpretation:** The above table mention the education of the respondents. The respondent whose education below SSLC or PUC is 18% & 54% respondents belongs to PUC or Degree & 28% respondents belongs to PG & Phd.

**Occupation**

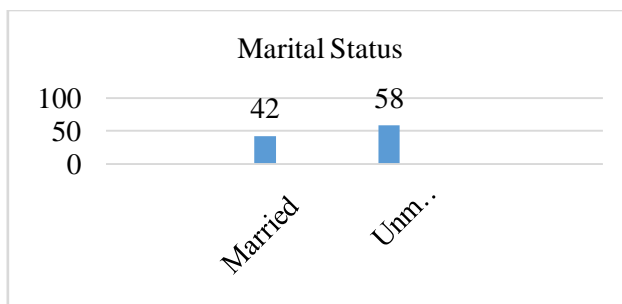
Occupation	%
Farmer	22
Home maker	20
Student	26
Employee	32



**Interpretation:** The above chart reveals the occupation of the respondents. Here, 22% are farmers, 20% are home maker, 26% are students & 32% are employees.

**Marital Status**

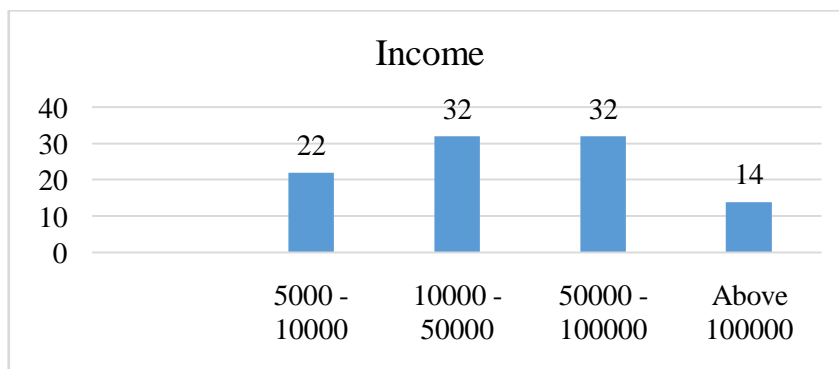
	%
Married	42
Unmarried	58



**Interpretation:** From the above table we come to know that the respondents of 42% are married & 58% are unmarried

**Income**

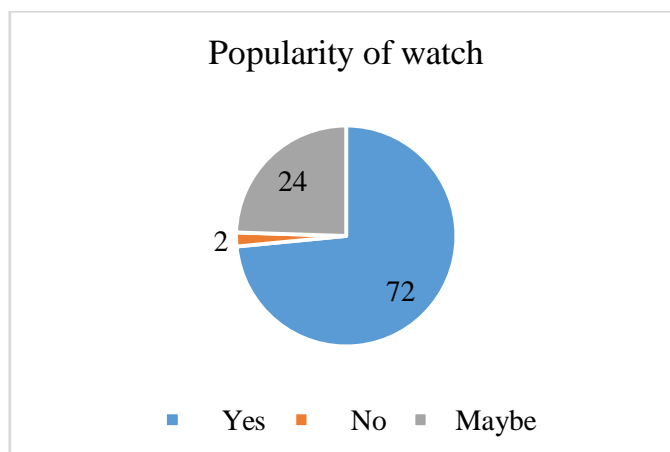
Income	%
5000 -10000	22
10000 - 50000	32
50000 - 100000	32
100000 & above	14



**Interpretation:** The above describes the income level of the respondents. In this, we can see that the respondents who have 5000 – 10000 are 22%, 10000 – 50000 are 32%, 50000- 100000 is 32% and above 100000 is 14%.

**According to you is Titan watch popular?**

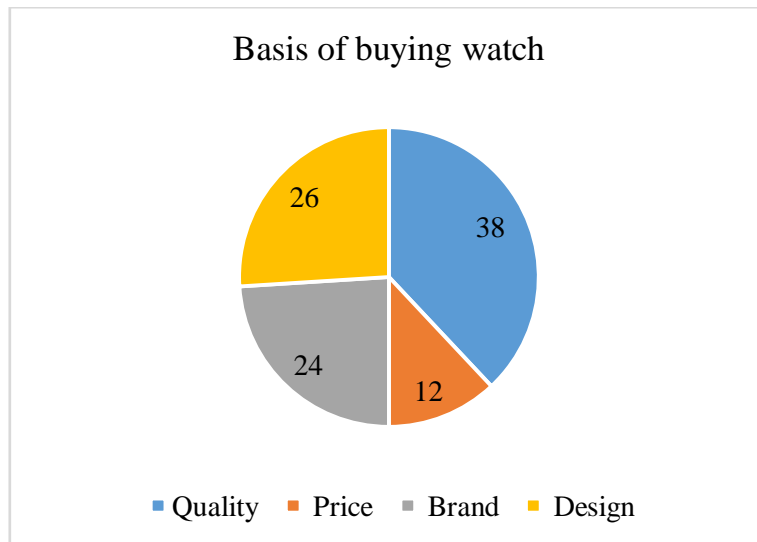
Yes	72
No	02
Maybe	24



**Interpretation:** In this chart we can see the popularity of the Titan watch. Here, 72% of respondents know about the titan watch, 2% of respondents don't know about the titan watch & 24% of the respondents might know about the Titan watch.

**On what basis you buy the Titan watch?**

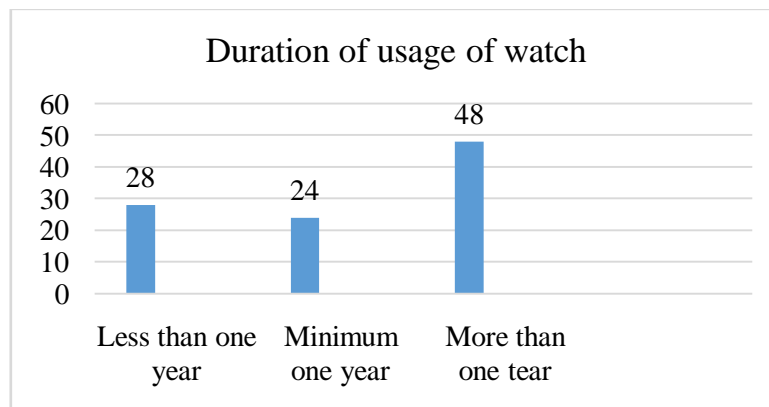
	%
Quality	38
Price	12
Brand	24
Design	26



**Interpretation:** As per the information from the above table 38% of the respondents buy the watch on the basis of quality, 12% of them on the basis of price, 24% of them on the basis of brand & 26% of respondents buy on the basis of design.

**How long you use the Titan watch?**

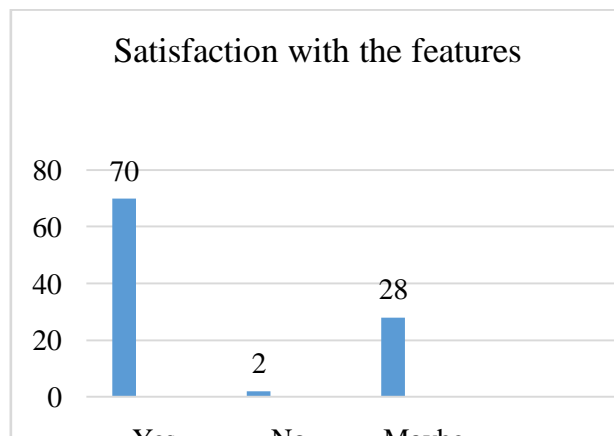
	%
Less than one year	28
Minimum one year	24
More than one year	48



**Interpretation:** In this chart we know that how long the respondents use the watch. 28% of them use less than one year, 24% of them use minimum one year and 48% of them use more than one year.

**Are you satisfied with the features of Titan watch?**

	%
Yes	70
No	02
Maybe	28



**Interpretation:** The graph reveals the satisfaction level of the customers. Here 70% of the customers are satisfied by the features of the watch, 2% are not satisfied & 28% of them may be satisfied.

**FINDINGS**

In this survey, we come to know that,

- Majority of the respondents opined that quality is the top most priority to purchase the titan watch.
- Majority of the respondents using the titan watch more than one year. They opined that the titan watch is durable.
- Majority of the represents are satisfied using titan watch.

**SUGGESTIONS**

- 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.
- The dealer should improve the service to the customers.

**CONCLUSION**

The titan watches are a fast moving product and the important factors for its success are its quality, attractiveness, designs and latest new models. The company creates great awareness through advertisement, Newspaper, magazines etc.

Though, there, is increase in demand for all varieties of Titan a watch, a few suggestions given by the respondents is to be considered by Titan firms. 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. Again the company can also consider for a reduction in the prices which may make it market leader in the years to come.

Finally we can say the titan watch is not only flexible to wear but also satisfied with the features.

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