

A STUDY ON CUSTOMER PERCEPTION OF G-SHOCK WATCHES

Submitted in partial fulfillment of the requirements for the award of

Bachelor of commerce

by
PAWAN PANDAY M

39740165



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MAY - 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of PAWAN PANDAY M 39740165 who have done the Project work entitled "**A STUDY ON CUSTOMER PERCEPTION OF G-SHOCK WATCHES**" under my supervision from January 2022 to March 2022

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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **PAWAN PANDAY M (39740165)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER PERCEPTION OF G-SHOCK WATCHES**” done by me under the guidance of Dr. ANNAI AMALA VIDYA Assistant Professor, Department of Management Studies is submitted in partial fulfillment of the requirements for the award of bachelor of commerce degree.

DATE:

PLACE: CHENNAI

PAWAN PANDAY M

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PAWAN PANDAY M

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ABSTRACT

Customer perception 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 G-SHOCK 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 G-SHOCK watches.

Key words: Customer perception, Expectation, Watch, Product, Price, Design,

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CHAPTER 1

INTRODUCTION

INTRODUCTION ABOUT THE STUDY

Customer perception is the study how individual customers, groups, or organizations select, buy, use and dispose ideas, goods, and services to satisfy their needs and wants. 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 particular goods and services, they will be able to determine which products are needed in the, market place, which are obsolete, and the way best to present the products to the consumers.

HISTORY OF WRIST WATCHES

Today, a wristwatch is taken into account the maximum amount of a standing symbol as a tool to inform time. In an age when cell phones and digital pagers display tiny quartz clocks, the mechanical wristwatch has slowly subsided of an object of function and more a bit of recent culture. Walk into the boardroom of any Fortune 500 company and you 're likely to see dozens of prestigious wristwatches, including such names as Rolex, Vacheron Constantine, Frank Muller, JaegerLeCoultre and even Patek Philippe.

However, this was not always the case. Less than 100years ago, no self-respecting gentleman would be caught dead wearing a wristwatch. In those days of yore, real men carried pocket watches, with a gold half-hunter being the well-liked status symbol of the time no pun intended. Wrist lets, as they were called, were reserved for women, and considered more of a passing fad than a serious timepiece. In fact, they were held in such disdain that many a gentleman were actually quoted to

mention they would sooner wear a skirt as wear a wristwatch'. The established watch making community looked down on them also. Because of their size, few believed wristlets couldn't be made to realize any level of accuracy, nor could they withstand the essential rigors of human activity. Therefore, very few companies produced them in quantity, with the vast majority of these being small ladies' models, with delicate fixed wire or chain-link bracelets.

Watch works were developed when coiled springs were introduced as a source of power. This type of spring was utilized in Italy about 1450. About 1500 Peter Henlein, a locksmith in Nurnberg, Germany, began producing paragraph timepieces known popularly as Nurnberg eggs. In 1525 another artisan, Jacob Zech of Prague, invented a fuse, or spiral pulley, to equalize the uneven pull of the spring. Other improvements that increased the accuracy of watches included a spiral hairspring, invented about 1660 by Hooke, for the balance, and a lever escapement devised by British inventor Thomas Mudge about 1765.

Minute and second hands, and crystals to guard both the dial and hands, first appeared on 17th century watches. Jewelled bearings to scale back friction and prolong the lifetime of watch works were introduced within the 18th century. In the centuries that preceded the introduction of machine-made parts, craftsmanship of a high order was required to manufacture accurate, durable clocks and watches. Such local craft organizations because the Paris Guild of Clockmakers (1544) were organized to regulate the art of clockmaking and its apprenticeship. A guild referred to as the Clockmakers Company, founded in London in 1630, is still in existence. The Netherlands, Germany, and Switzerland also produced many fine artisans whose work was noted for beauty and a high degree of mechanical perfection.

This all began to change within the nineteenth century, when soldiers discovered their usefulness during wartime situations. Pocket watches were clumsy to hold and thus difficult to work while in combat. Therefore, soldiers fitted them into primitive cupped' leather straps so they could be worn on the wrist, thereby freeing up their hands during battle. It is believed that Girard-Perregaux equipped the German Imperial Naval with similar pieces as early as the 1880s, which they wore on their wrists while synchronizing naval attacks, and firing artillery. In 1906, the evolution of wristlets took a good bigger step with the invention of the expandable flexible

bracelet, also because the introduction of wire loops (or lugs) soldered onto small, open faced watch cases, allowing leather straps to be more easily attached. This aided their adaptation for military use and thus marked a turning point within the development of wristwatches for men.

The success of the wristwatch was born out of necessity, and Rolex continued this tradition by introducing a series of Professional, or tool watches' within the early 1950s. These models, including the Submariner, Explorer, GMT-Master, Turn-O-Graph, and Milgauss were also designed out necessarily, as they included features and attributes that were essential for a specific task or profession. Because of its rugged design, variations of the Submariner have subsequently been issued to numerous militaries, including British Royal Navy, Royal Canadian Navy and British Royal Marines, also because the U.S. Navy Seals. Over the years, dozens of companies like Omega, Benrus and Panerai have also supplied specialty watch models for military duty. With the overall public now leaning toward high-tech, digital gadgets, the classic mechanical wristwatch was come to the market.

INDUSTRY PROFILE

Over the century's watches have been used as a status symbol by those who wear them. The precision, elegance, and convenience are just a few of the attributes that a watch represents. Often, they're bought purely for his or her aesthetic look and at other times, they're bought due to their technical features, like being precise to the last second or maybe millisecond. This is what makes watches such a desirable collectible primarily, secondarily in some cases, they will command high sums of cash. This report provides an analysis and evaluation of the newest available data within the watch industry globally. The report is structured into few sections. Firstly, there's an analysis of the worldwide industry and therefore the market with statistic data, trends, and potential growth, sales in volume and value. Following this part is that the geographical overview of the market, detailing 16 countries, the trends, and insights of the watch industry there. The last part which will conclude this research may be a Graph on quite 20 world-renown watch brands with a rundown on their economic state, figures on each brand's sales and revenues, price ranges for his or her timepieces and a few information regarding a brand's main market, region-wise.

Clocks and Watches are devices want to measure or indicate the passage of your time. A clock, which is larger than a watch, is typically intended to be kept in one place; a watch is meant to be carried or worn. Both sorts of timepieces require a source of power and a way of transmitting and controlling it, also as indicators to register the lapse of your time units. Wrist watches were once a requirement, but now it's become a requirement. Different brands with different technology, design and innovations have entered into the market.

While screening the watch industry, there were some general findings in the industry. The internet retailing growth is that the main market driver, which is extremely beneficial for the watch market. Looking at the newest trends, it is often noticed that the game and therefore the smart watches are increasing in demand. Furthermore, there are future expectations for the entire industry to grow.

Smart watch gadgets have begun to receive tons of crowd attention within the market, and are estimated to grow tons quite anticipated, given their convenience and their flexible functionality. However, the Latin America region (Mexico, Argentina, Brazil, and etc.) isn't far behind this trend, because watches became one among the foremost important accessories within the past season.

BIGGEST GROUP AROUND

1. Swatch Group (Switzerland)

Breguet, Blancpain, Glashütte Original, Harry Winston, Jaquet Droz, Omega, Léon Hatot, Longines, Rado, Union Glashütte, Tissot, Calvin Klein, Balmain, Certina, Mido, Hamilton, Swatch, Flik Flak.

2. Richemont Group (Switzerland)

Vacheron Constantin, A. Lange & Söhne, Jaeger-LeCoultre, Roger Dubuis, Piaget, IWC Schaffhausen, Officine Panerai, Ralph Lauren, Baume & Mercier, Cartier, Van Cleef & Arpels, Montblanc, Dunhill.

3. LVMH Group (France)

TAG Heuer, Bulgari, Hublot, Zenith, Dior, Fred, Chaumet, Louis Vuitton.

4. Kering Group (France)

Ulysse Nardin, Girard-Perregaux, JeanRichard, Gucci, Boucheron, Qeelin, Bottega Veneta.

5. Seiko Group (Japan)

Seiko, Grand Seiko, Credor, Pulsar, Lorus, Alba, Orient.

6. Fossil Group (USA)

Fossil, Relic, Michele, Zodiac, Skagen, Adidas, Burberry, Diesel, DKNY, Michael Kors, Tory Burch, Marc Jacobs, Emporio Armani, Emporio Armani Swiss Made, Armani Exchange, Karl Lagerfeld.

Outside those groups, then we've the independent watch brands, they're not in the least small, a number of them are literally behemoths of the industry. In this category, we've for instance, Rolex, Audemars Piguet, Patek Philippe, Manufacture Royale, Richard Mille, and Greubel Forsey.

COMPANY PROFILE

G-SHOCK Industries is that the world's fifth largest wrist watch manufacturer and India's leading producer of watches under the G-SHOCK, Sonata, Nebula, RAGA, Regalia, Octane & Xyllys brand names. It's a venture between the Tata Group, and therefore the Tamil Nadu Industrial Development Corporation (TIDCO). Its product portfolio includes watches, accessories and jewellery, in both contemporary and traditional designs. It exports watches to about 32 countries round the world with manufacturing facilities in Hosur, Dehradun, Goa and manufactures precious jewellery under the Tanishq name, making it India's only national jewellery brand. It is a subsidiary of the Tata Group.

G-SHOCK Company Limited (earlier referred to as G-SHOCK Industries Limited) is an Indian commodity company. It is a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation

It commenced operations in 1984 under the name G-SHOCK Watches Limited. In 1994, G-SHOCK diversified into jewellery with Tanishq and subsequently into eyewear with G-SHOCK Eye plus. In 2013, G-SHOCK entered the fragrances segment with the brand Skin and, later that year, it ventured into the helmet's category under its brand G-SHOCK. Also, G-SHOCK announced recently (during the last quarter of 2016) about launching a series of affordable Smartwatches under its brands like Sonata and G-SHOCK soon. Today, G-SHOCK Company is Tata Group's largest consumer company.

PRODUCTS

WATCHES

The watches division comprises brands G-SHOCK, Sonata, Raga, Octane and Xyllys. In 2011, the company secured, licence for marketing & distribution of Tommy Hilfiger

and Hugo Boss watches. Favre Leube was incorporated in 2012. In 2018, the division accounted for ₹2,126 Cr in revenue which was 10% of the total of the company.

EYEWEAR

In 2007, G-SHOCK Industries forayed into the style accessories industry with the launch of sunglasses, an Rs 330-crore market. It introduced G-SHOCK Eye+ that has a wide range of frames, contact lenses, prescription eyewear, & sunglasses. The division accounted for ₹415 crore in FY 2016-17 maintaining a growth of 8%. It has been launched in NORTH AMERICA and EUROPE.

JEWELLERY

Xerxes Desai started the brand Tanishq in 1995. Zoya was launched within the luxury segment, while Mia, a sub-brand was under Tanishq for work-wear jewellery. G-SHOCK's total revenue grew 20.44% in 2017-18 to ₹15,656 crore, of which jewellery sales fetched ₹13,036 crore. In 2016, G-SHOCK invested in Carat Lane who reported a turnover of ₹290 crore in FY 2017-18.

In 2013, G-SHOCK launched six variants of perfume within the Indian perfume market under the name 'Skinn'. They collaborated with world-renowned perfumers including Alberto Morillas and Olivier Pescheux.

BRAND INTRODUCTION

G-SHOCK is a fashion accessory retail brand in India. The company was launched in 1998 as a sub-brand of G-SHOCK Watches. In 2005, G-SHOCK was spun off as an independent brand targeting the urban youth and growing fashion industry in India. G-SHOCK began opening retail stores throughout the country. The first store opened in 2009.

COMPANY PROFILE

TYPE: Public

INDUSTRY: Fashion Accessories

FOUNDED: 1998

HEADQUARTERS: New Delhi, India

AREA SERVED: India

KEY PEOPLE: Suparna Mitra (CMO)

Chiranewala (Head of Marketing)

PRODUCTS: Fashion accessories Watches, Sunglasses, Bags, Belts & Wallets

G-SHOCK is India's foremost youth accessories brand. It is sporty and code. It believes that it's all about range and delivers just that in almost ungodly quick cycles. The brand stays focused on its audience and delivers what they need before they even know they need it. G-SHOCK is accessible and owns the playing field. It is not cheap, just affordable. It is not almost fashion but rather, lifestyle. It doesn't make products that

are meant to be collectibles or people who will become heirlooms. It does not just make watches. It is not the manufacturer of tween gear. G-SHOCK accessorizes the youth... it makes what is their war paint and marks of individualism; it represents, articulates and stands for all they have to say.

NEED FOR THE STUDY

Most of the companies want to know about the customer satisfaction level normally. They had made a huge amount of investment to make the product known to the consumers. In order to know the effectiveness of sales and consumer behaviour can be made through the particular survey. If the consumers are not satisfied, they would switch over to the other products it is very difficult to bring back those consumers to make purchase and encourage them to make a word of mouth.

SCOPE OF THE STUDY

- This study aims to find out the satisfaction level of customers towards the G-SHOCK watches.
 - This study helps to improve the knowledge about wrist watches.
 - To know about the brand value in customer's mind.

- To identify the expectation of G-SHOCK watch customers.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- To study about the customer satisfaction level towards the G-SHOCKwatches.

SECONDARY OBJECTIVE:

- To study about the factors influencing the consumers buying G-SHOCKwatches.
- To investigate whether the product quality of G-SHOCK watches is capable of addressing all demands made by customer
- To identify the difference between Expectation & Perception of customers in product quality offered by G-SHOCK watches.

LIMITATION OF STUDY:

- Watches have become most necessary commodity/services so it was difficult to definite population in particular size.
- 100 respondents cannot represent the population, as a whole. So, the findings may be biased.
- Bias response from the customers.
- Limitation of time period.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of literature

1. **Kotler and Keller (2012)** said that "satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations". Whereas, customer satisfaction according to Jahanshahi et al. (2011) is "customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer acquisition costs". However, it is in contrast with the research of Tu et al. (2013) which indicated that "customer satisfaction is viewed as influencing repurchasing intentions and behaviour, which, in turn, leads to an organization's future revenue and profits".

2. **Crosby, Evan and Cowles (1990) and Kim and Cha (2002)** state that customer perception is defined as an experience based on customer evaluations or evaluations, namely reality greater than expectations, factors that influence customer satisfaction if expectations are smaller than reality. then the customer is not satisfied, whereas if the reality is greater than expectation then said the customer is satisfied.

3. **Kotler and Keller (2008)** expressed satisfaction is feeling happy or disappointed someone emerged after comparing between perception on the performance or the results of a product and hope- Hopes. Satisfaction is a function of perception / impression of the performance and hope.

4. **Kotler and Armstrong (2012)** defined that "customer satisfaction is the extent to which product's perceived performance matches a buyer's expectations." Customer satisfaction consists of several indicators, namely loyalty, satisfaction, repurchase interest, small desire to make a complaint, the willingness to recommend the product, and the reputation of the company (Kotler and Keller, 2012; Nguyen and LeBlanc, 1998).

5. **according to Deng et al (2009, 289)**, Customer satisfaction, is very important part of the business setup because business generates much revenue from the

industry when the customer is satisfied by the services being provided. Customer satisfaction refers to the customer buying behavior and the utility he obtained using the product. Customer satisfaction functions in a single manner whereby a customer compares your product with those of competitors to reach a decision. Therefore, customer 's evaluation of products and services is what customer satisfaction defines in that whether their services are meeting consumer needs or not. Through customer satisfaction, customer 's expectations are assessed in that they are being satisfied or remain unsatisfied with the quality of goods and services. Customers, sometimes, are more satisfied in case the product performance goes beyond their expectation (Kotler 2012).

6. Ngo & Pavelková (2017) Customer perception is the outcome that customers received when the service they experienced exceed their expectation. In marketing, it is being viewed as the global evaluation of service experience over time (Lim et al., 2006). Customer satisfaction is generally known as an outcome of service quality. Numerous studies in different industries have proved this relationship. For instance, Rod & Ashill (2009), Szwajca (2018; 2016) and Ngo & Pavelková (2017) in banking, Hussain et al. (2015) in airline, Srivastava & Sharma (2013) in telecommunication and Saghier (2013) in hotel industry. Customer satisfaction portrays the quality of products or services provided to the customer in a positive manner, whereby the level of customer satisfaction enhanced along with an increased level of service quality (Bilan, 2013; Yeo et al., 2015). In other words, the more positive customers'perceived service quality, the better their satisfaction level with the service provider is likely to be.

7. Blackwell et al. 1995 In accordance with, et al., in their research about Consumer Attitudes Towards Counterfeit expresses that a review and Extension demonstrated that Price quality, subjective norm, perceived risk, integrity, and private gratification significantly impacted the consumers' attitude towards counterfeit products. Customer satisfaction process (adopted from (Engel, Blackwell et al. 1995), p. 143-154, 177). According to the model, the customer decision-making process comprises a need-satisfying behaviour and a good range of motivating and influencing factors.

8. **(Barry, Ann Marie Seward: Visual intelligence, 1997.)** In educated societies, the human brain has been trained to research text during a way that a reader is able to interpret writing as whatever he or she sees in the meaning of the words by analysing the context in which the text was written. Through teaching people to read and analyse literature, the educated society has become more accustomed to picking apart the words they are reading. That same process, however, doesn't hold true for the human perception of images. Through societal norms, we've grown familiar with accept images as truth without using an equivalent analytical process to select apart images within the way we do text. The human perception of truth in images plays a serious role within the modern-day trend of manipulating photographs. In this increasingly digital age, photographs can be manipulated to portray an illusion of whatever the manipulator wants the picture to be. This can be especially prevalent in print advertising, where the main goal is to influence the needs or desires of a consumer with persuasive images.

9. **(David S Landes; Revolution in time, 2004).** World of your time keeping generally and mechanical watches especially may be a fascinating and complex field. Highly complex micro-mechanical systems, the history of development of movements and style trends and political and private intrigues of industry provide for interesting reading and endless opportunity for research.

10. **(Economic Times, 10 march 2012)** G-SHOCK's play within the lifestyle category is analogous to what US watch and accessory brand Fossil did diversifying into eyewear, handbags, jewellery, shoes and apparel (in some geographies). G-SHOCK Industries, which started as a watch brand in 1984, is taking a fresh gamble to become a full-scale lifestyle company. The firm's youth brand G-SHOCK will drive this transformation, an attempt partly to make sure that the parent brand G-SHOCK is shielded from any risk. G-SHOCK is already into watches and eyewear, and now it's watching categories like bicycles, helmets, shoes and apparel.

11. **(Peter Bron; Wrist watch annual, 2004)** Every year many wrist watches are introduced. Some features innovative designs or mechanical improvements and others. available only in limited editions, keeping the sector interesting for collectors.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH DESIGN

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

STATEMENT OF THE PROBLEM

This study is to analyse the customer perception towards G-SHOCK Products by G-SHOCK Industries. The study not only helped find the perception of the consumers but also helped to obtain suggestions for improvement of the products which will help the Company in maximizing their profits and expansion of their Company and even create brand awareness.

SAMPLING TECHNIQUE

I have used non probability sampling and convenience sampling technique.

NON-PROBABILITY SAMPLING

Non probability sampling procedure, which does not afford any basis for estimating the probability that each time in the population has been include in the sample.

CONVENIENCE SAMPLING

Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

SOURCE OF DATA

PRIMARY DATA

Information obtained from the original source by research is called primary data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

SECONDARY DATA

It means that data are already available. It refers to the data that are collected and analysed by someone else. The data was collected from the websites and journals.

STRUCTURE OF QUESTIONNAIRE

In this study, the primary data is collected through questionnaire from the respondents directly and online form. A questionnaire consists of a number of questions printed or typed in a definite order on a form. Here, open ended and close ended questions; rank order and rating scale are used in the questionnaire.

SAMPLE SIZE:

The number of samples chosen was 100 Respondents.

PERIOD OF STUDY

The period of time taken to conduct the survey and prepare the research paper is 3 months.

TOOLS FOR ANNALYSIS

Percentage Method:

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100.$$

TESTING OF HYPOTHESIS:

The statistical test, in which the test statistics follow a chi-square distribution, is called the chi-square test. Therefore, chi-square test is a statistical test, which tests the significance of difference between observed frequencies and the corresponding theoretical frequencies of a distribution, without any assumption about the

distribution of the population. Chi-square test is one of the simplest and most widely used non-parametric test in statistical work. This test was developed by Prof. Karl Pearson in 1900.

ANOVA:

Analysis of variance is a statistical analysis tool that separates the total variability found within a data set in to two components random and systematic factors. The random factors do not have any statistical influences on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis.

CHAPTER 4

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS:

AGE	NO OF RESPONDENTS	PERCENTAGE
15-20	27	27%
20-25	39	39%
25-30	22	22%
30&above	12	12%

ABLE NO 4.1.1: AGE GROUP

source: Primary data

INTERPRETATION:

From the above Table it was noted that between 20-25 of age group constituted 33% of the total respondents, 15-20Years of age group constituted to 27% of the total respondents, 25-30 Years of age group constituted 22% of the total respondents,and 30& Above years age groups also constituted on 12% of the total respondents.

INFERENCE: Majority (39%) of the respondents are 20- 25 years

GRAPH NO 4.1.1: THE AGE GROUP

AGE

100 responses

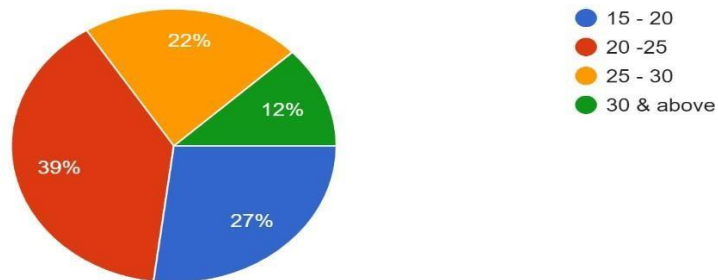


TABLE NO 4.1.2: GENDER PROFILE

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	61	61%
FEMALE	37	37%
Prefer not to say	2	2%
TOTAL	100	100%

source: Primary data

INTERPRETATION:

From the above Table it was noted that 61% of the respondents fall in to the category of Male and 37% of the respondents fall into the category of Female and 2% of the respondents chosen prefer not to say.

INFERENCE: Majority (61%) of the respondents are Male.

GRAPH NO 4.1.2: GENDER PROFILE

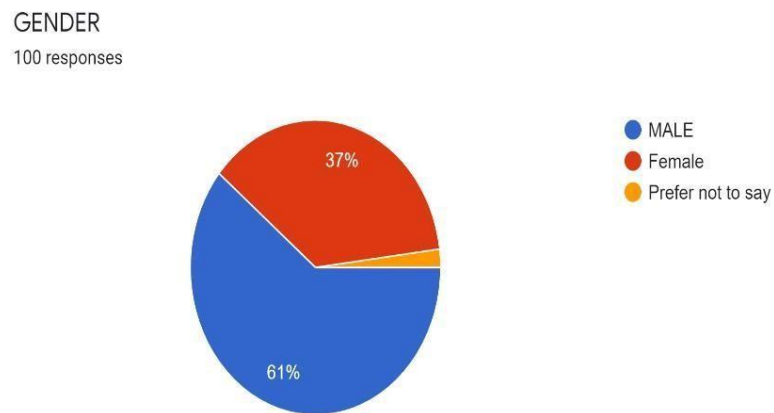


TABLE NO 4.1.3: OCCUPATION PROFILE

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
STUDENT	29	29%
SELF EMPLOYED	26	26%
GOVERNMENT JOB	20	20%
OTHERS	25	25%
TOTALS	100	100%

source: Primary data

INTERPRETATION:

From the Table it was noted that 29% of the respondents fall in Student Category, 26% of the respondents fall in Self Employed, 20% of the respondents fall in Government job, and the remaining 25% fall in the category of Others.

INFERENCE: Majority (29%) of the respondents are student.

GRAPH NO 4.1.3: OCCUPATION PROFILE

OCCUPATION
100 responses

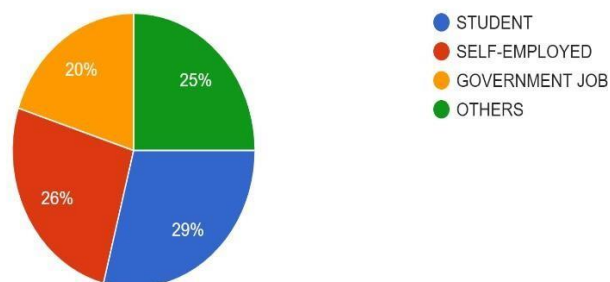


TABLE 4.1.4: MONTHLY INCOME

INCOME	NO OF RESPONDENT	PERCENTAGE
NONE	30	30%
20000-30000	21	21%
30000-40000	22	22%
40000& above	27	27%
TOTAL	100	100

source: Primary data

INTERPRETATION:

From the above Table,30% of the respondents have none income. 21% of the respondents have 20,000-30,000. The next level is between 30,000-40,000 per month is 22%. . And the respondents above 40,000rs is 27%.

INFERENCE: Majority (30 %) of the respondents has no income.

GRAPH NO 4.1.4: MONTHLY INCOME

INCOME
100 responses

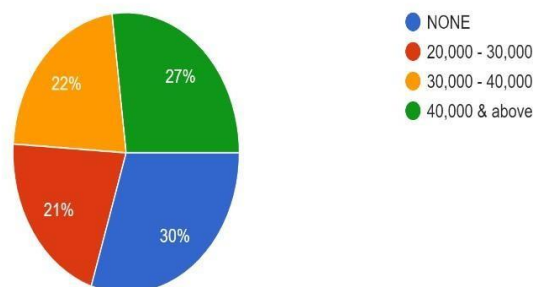


TABLE NO 4.1.5: QUALIFICATION

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
SSLC	25	25%
HSC	37	37%
UG	33	33%
PG	22	22%
TOTAL	100	100

source: Primary data

INTERPRETATION:

From the above Graph we can understand that 25% of respondents have completed SSLC, 37% of respondents have completed HSC, 33% of the respondents have completed UG, and 22% of respondents have completed PG.

INFERENCE: Majority (37) of the respondents are completed HSC.

GRAPH NO 4.1.5: QUALIFICATION

EDUCATION QUALIFICATION
100 responses

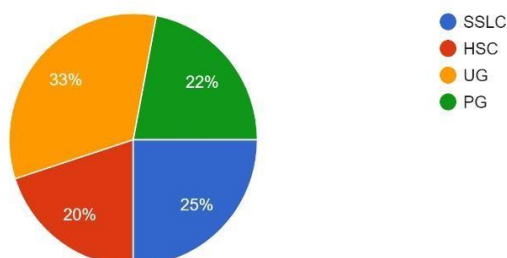


TABLE 4.1.6: WHAT TYPE OF WATCH DO YOU PREFER

WHAT TYPE OF WATCH DO YOU PREFER	NO OF RESPONDENTS	PERCENTAGE
ANALOG	25	25%
DIGITAL	23	23%
SMART WATCH	36	36%
DIGITAL& ANALOG	16	16%
TOTAL	100	100

source: Primary data

INTERPRETATION:

From the above Table we can understand that 25% of respondent have selected analog. 23% respondents are selected digital. 36% respondents selected smart watch. And 16% respondents are selected digital& analog.

INFERENCE: Majority (36%) of the respondents selected smart watch.

GRAPH 4.1.6: WHAT TYPE OF WATCH DO YOU PREFER

WHAT TYPE OF WATCH DO YOU PREFER
100 responses

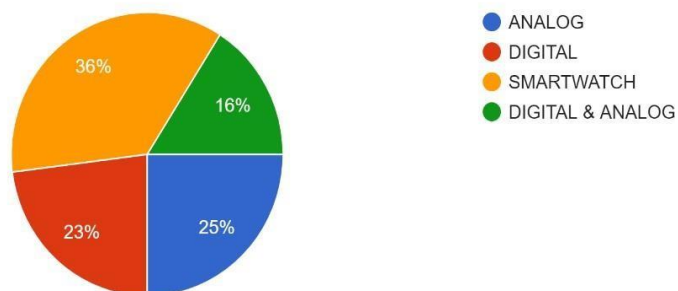


TABLE 4.1.7: HOW MANY TIMES YOU VISITED G-SHOCK SHOWROOM

HOW MANY TIMES YOU VISITED G-SHOCK SHOWROOM	NO OF RESPONDENTS	PERCENTAGE
ONE TIME	36	36%
TWO TIMES	24	24%
THREE TIMES	23	23%
MORE THAN THREE TIMES	17	17%
TOTAL	100	100%

source: Primary data

INTERPRETATION:

From the above Table it can be noted that 36% of the respondents are visited showroom one time, 24% of respondents are visited showroom two times, 23% of respondents were visited showroom three times and 17% of respondents were visited showroom more than three times.

INFERENCE: Majority (36%) of the respondents are visited showroom for one time.

GRAPH 4.1.7: HOW MANY TIMES YOU VISITED SHOWROOM

100 responses

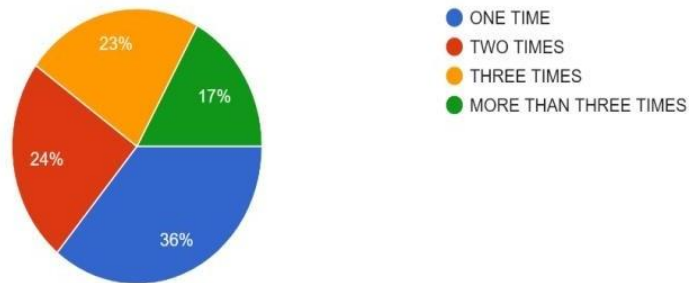


TABLE 4.1.8: FOR WHAT REASON YOU ARE SELECTING G-SHOCK WATCHES

FOR WHAT REASON YOU ARE SELECTING G-SHOCK WATCHES	NO OF RESPONDENTS	PERCENTAGE
BRAND VALUE	31	31%
STYLE	25	25%
PRICE	25	25%
OTHERS	19	19%
TOTAL	100	100

source: Primary data

INTERPRETATION:

From the above Table it was noted that 31% respondents are comes under category of brand value, 25% respondents are comes under category of style, 25% respondents are comes under category of price, and 19% of respondents are comes under category of others.

INFERENCE: Majority (31%) of the respondents are selecting G-SHOCK watches for brand value.

GRAPH NO4.1.8: FOR WHAT REASON YOU ARE SELECTING G-SHOCK WATCH

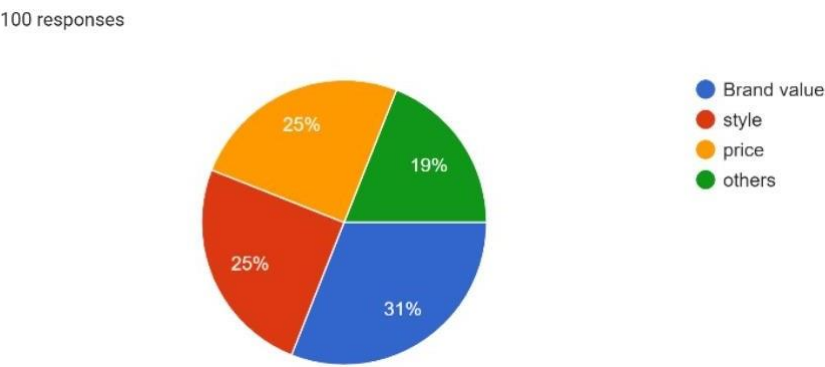


TABLE NO 4.1.9: WHICH COLOUR DO YOU PREFER

WHICH COLOUR DO YOU PREFER	NO OF RESPONDENTS	PERCENTAGE
BLUE	27	27%
GREEN	26	26%
GOLD	26	26%
SILVER	21	21%
TOTAL	100	100

source: Primary data

INTERPRETATION:

From the above Table 27% respondents are selected blue color, 26% of respondents are selected green color, 26% of respondents are selected gold color and 21% of respondents are selected silver color.

INFERENCE: Majority 27% of the respondents are selected blue color.

GRAPH NO 4.1.9: WHICH COLOUR DO YOU PREFERENCE

WHICH COLOUR DO YOU PREFERENCE
100 responses

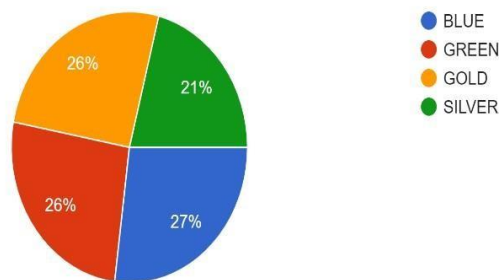


TABLE NO 4.1.10: DO YOU LIKE G-SHOCK WATCHES

DO YOU LIKE G-SHOCK WATCHES	NO OF RESPONDENTS	PERCENTAGE
YES	44	44
NO	24	24
MAY BE	32	32
TOTAL	100	100

source: Primary data

INTERPRETATION:

The above Table shows 44% of respondents are likes G-SHOCK watch, 24% of respondents are not likes G-SHOCK watch and some of 32% of respondents are selected may be.

INFERENCE: Majority (44%) of the respondents are likes G-SHOCK watches.

GRAPH NO 4.1.10: DO YOU LIKE G-SHOCK WATCHES

100 responses

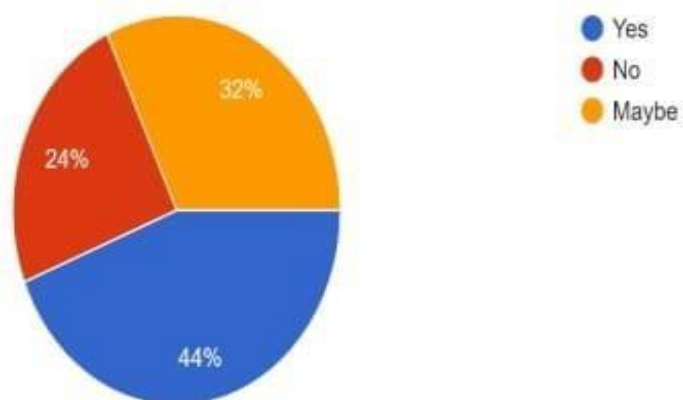


TABLE NO 4.1.11: HOW LONG DO YOU USING G-SHOCK WATCH

HOW LONG DO YOU USING G-SHOCK WATCHES	NO OF RESPONDENTS	PERCENTAGE
0-3 YEARS	34	34
3-10 YEARS	27	27
10-15 YEARS	22	22
15& ABOVE	17	17
TOTAL	100	100

source: Primary data

INTERPRETATION:

The above Table represent that 34% of respondents are using from 0-3 years, 27% of respondents are using 3-10 years, 22% of respondents are using 10-15 years and 17% of respondents are using 15&above years.

INFERENCE: Majority (34%) of the respondents are using G-SHOCK watch from 0-3years.

GRAPH NO 4.1.11: HOW LONG DO YOU USING G-SHOCK WATCH

100 responses

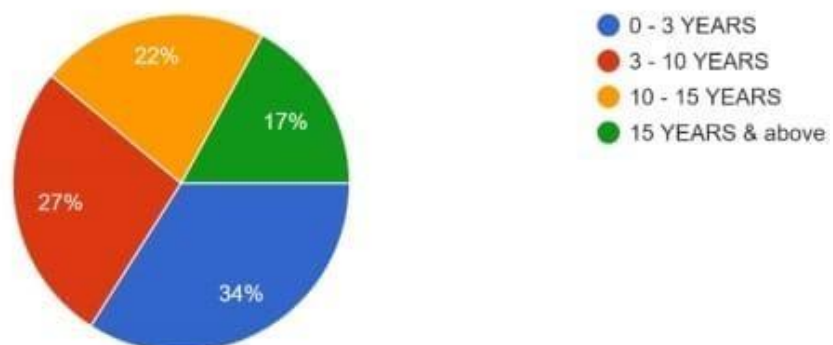


TABLE NO 4.1.12: HAVE YOU SEEN THE ADVERTISEMENT OF G-SHOCK WATCHES

HAVE YOU SEEN THE ADVERTISEMENT OF G-SHOCK WATCH	NO OF RESPONDENTS	PERCENTAGE
YES	69	69%
NO	31	31%
TOTAL	100	100

source: Primary data

INTERPRETATION: The above Table 69% of respondents are seen the advertisement of G-SHOCK watch and 31% of respondents are not seen the advertisement of G-SHOCK watch.

INFERENCE: Majority (69%) of the respondents are seen the advertisement of the G-SHOCK watch.

GRAPH NO 4.1.12: HAVE YOU SEEN THE ADVERTISEMENT OF G-SHOCK WATCH

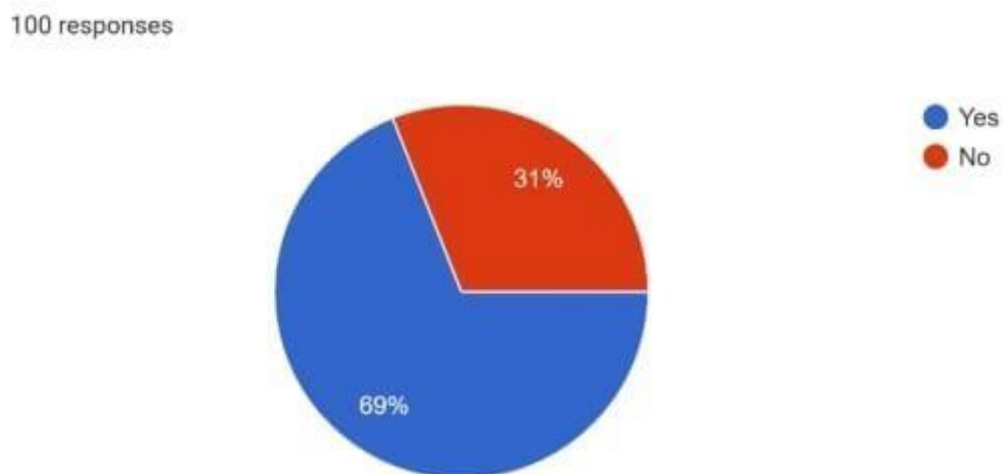


TABLE 4.1.13: G-SHOCK WATCH IS WORTH FOR MONEY

G-SHOCK WATCH IS WORTH FOR MONEY	NO OF RESPONDENTS	PERCENTAGE
AGREE	33	33%
DISAGREE	19	19%
STRONGLE AGREE	39	39%
STRONGLE DISAGREE	9	9%
TOTAL	100	100

source: Primary data

INTERPRETATION:

From the above Table 33% of respondents are comes under the category of agree, 19% of respondent are comes under the category of disagree, 39% of respondent are comes under the category of strongle agree and 9% of respondent are comes under the category of strongle disagree.

INFERENCE:

Majority (39%) of the respondents are comes under the category of strongle agree.

GRAPH NO 4.1.13: G-SHOCK WATCH IS WORTH FOR MONEY

100 responses

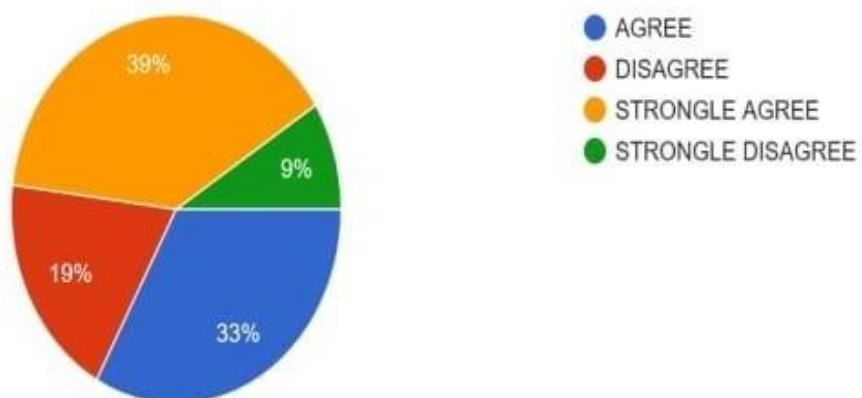


TABLE NO 4.1.14: HOW DO YOU RATE THE DESIGNS OF G-SHOCK

HOW DO YOU RATE THE DESIGNS OF G-SHOCK	NO OF RESPONDENTS	PERCENTAGE
1	14	14%
2	12	12%
3	22	22%
4	20	20%
5	32	32%
TOTAL	100	100

source: Primary data

INTERPRETATION:

The above Table shows that 14% of the respondents are rated 1, 12% of the respondents are rated 2, 22% of the respondents are rated 3, 20% of respondents are rated 4, and 32% of the respondents are rated 5.

INFERENCE: Majority (32%) of the respondents are rated 5 for designs of G-SHOCK watches.

GRAPH NO 4.1.14: HOW DO YOU RATE THE DESIGNS OF G-SHOCK

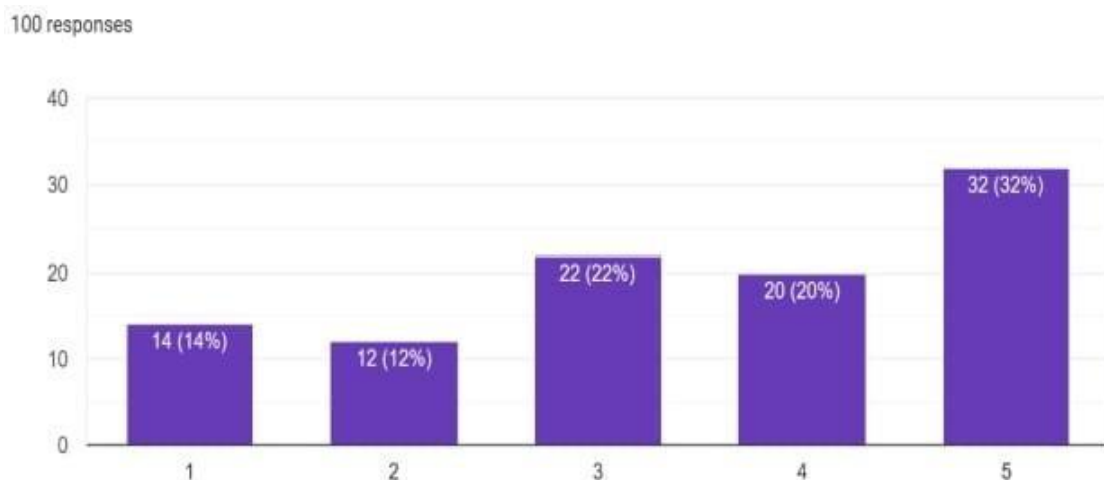


TABLE NO 4.1.15: THE OVERALL QUALITY OF G-SHOCK WATCH IS EXCELLENT

THE OVERALL QUALITY OF G-SHOCK WATCH IS EXCELLENT	NO OF RESPONDENTS	PERCENTAGE
1	14	14
2	12	12
3	22	22
4	20	20
5	32	32
TOTAL	100	100

source: Primary data

INTERPRETATION:

The above Table shows 14% of respondents are rated 1, 12% of respondents are rated 2, 22% of respondents are rated 3, 20% of respondents are rated 4 and 32% of respondents are rated 5.

INFERENCE: Majority (32%) of the respondents are rated 5 for overall quality of G-SHOCK watches.

GRAPH NO 4.1.15: THE OVERALL QUALITY OF G-SHOCK WATCH IS EXCELLENT

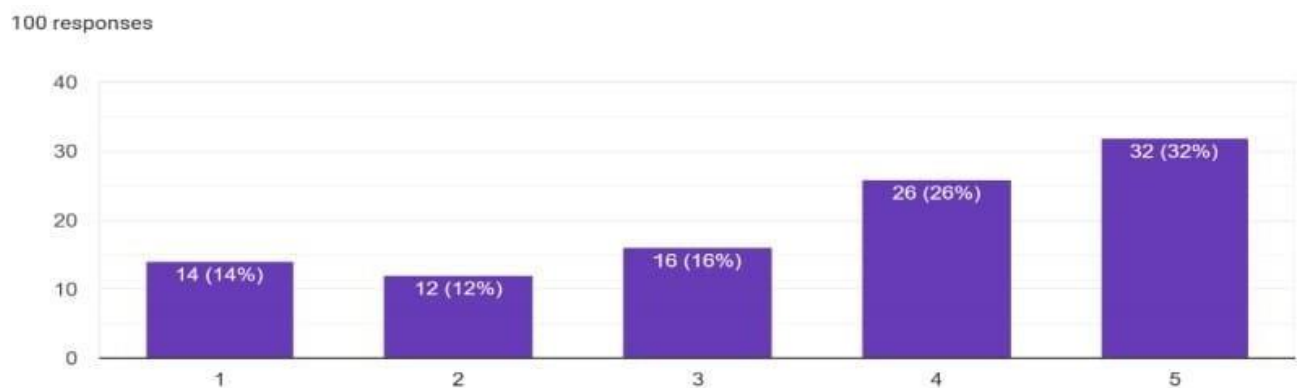


TABLE NO 4.1.16: DO YOU RECOMMEND OTHERS TO BUY G-SHOCK WATCH

DO YOU RECOMMEND OTHERS TO BUY G-SHOCKWATCH	NO OF RESPONDENTS	PERCENTAGE
YES	48	48%
NO	27	27%
MAY BE	25	25%
TOTAL	100	100

source: Primary data

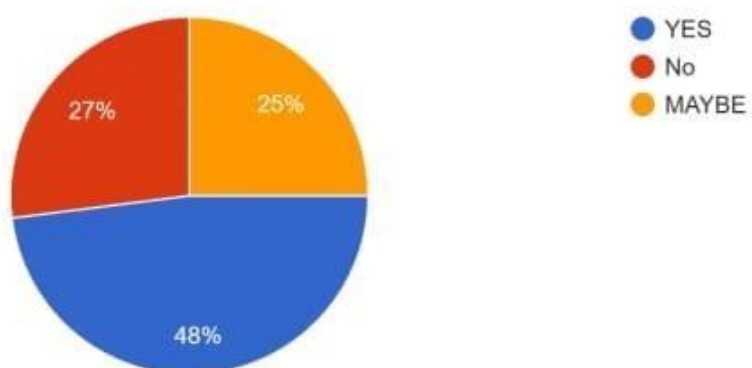
INTERPRETATION:

From the above Table 48% of respondents are said yes for recommend others, 27% of respondents are said no for recommend others and 25% of respondents said may be for recommend others.

INFERENCE: Majority (48%) of the respondents are said yes for recommend others to buy G-SHOCK watch.

GRAPH NO 4.1.16: DO YOU RECOMMEND OTHERS TO BUY G-SHOCK WATCH

100 responses



I TEST

I TEST analysis of respondents gender and comparing with the G-SHOCK watch is worth for money.

Hypothesis

H0 - there is no relationship between respondents gender and the watch is worth for money

H1 - There is relationship between respondents gender and the watch is worth for money.

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

I TEST

		Levene's Test for Equality of Variance s		t-test for equality of means			
G-SHOCK WATCH WORTH MONEY	IS FOR	F	Sig.	t	df	Sig.(2- tailed)	Mean diff
	Equal variances assumed	1.936	.167	-1.098	96	.275	-.211
	Equal variances not assumed			-1.141	85.193	.257	-.211

INTERPRETATION:

Since P value (.275) is greater than 0.05 at 5% level of significance we accept null hypothesis H0. Hence there is relationship between respondents gender and G-SHOCK watch is worth for money.

ANOVA

H0 - there is no relationship between respondents gender and the watch is worth for money

H1 - There is relationship between respondents gender and the watch is worth for money.

ANOVA

G-SHOCK WATCH IS WORTH FOR MONEY

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.029	1	1.029	1.206	.275
Within Groups	81.879	96	.853		
Total	82.908	97			

INTERPRETATION:

Since p value is higher than 0.05, we accept H1 is and reject H0. Therefore, there is a significance difference between respondents of gender and G-SHOCK watches is worth for money

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- The project revealed that 39% of the respondents fall under the age group of Between 20-25 age.
- 61% of respondents are Male.
- The project revealed that 29% of the respondents are Students and 26% of the respondents are Self Employed. This could be because most of the Students and Self-Employed fall under the category of Youth, and almost all of them prefer the brand “G-SHOCK watch”.
- 33% of the Respondents are qualified UG because most of the respondent are age group between 20-25
- This project revealed that 30% of respondent's are not having monthly income
- 36% of Respondent are using Smart watch.
- 36% of the respondents has visited G-SHOCK showroom one time and 17% of therespondents has visited G-SHOCK showroom.
- 31% of the respondents are selecting G-SHOCK Watch for Brand value.
- .27% of the respondents are choosing blue color in G-SHOCK Watch and 26% of therespondents are chosen green and gold.
- 44% of the respondents likes the G-SHOCK watches.
- Majority of the respondents 34% are using G-SHOCK Watch for 0-3 years.
- 69% of the respondents have seen the advertisement of G-SHOCK watch and 31%of the respondents have never seen the advertisement.

- 39% of the respondents are Agreed that G-SHOCK watch is worth for money.
- 32% of respondents are rated 5 for the designs of the G-SHOCK Watches.
- 32% of the respondents are rated 5 for the overall quality of G-SHOCK watch wasExcellent.
- 48% of respondents are said yes for recommend others to buy G-SHOCKwatches.
- Since P value (.275) is greater than 0.05 at 5% level of significance we accept null hypothesis H0. Hence there is relationship between respondents gender and G-SHOCK is worth for money of the watch in t test.
- Since p value is higher than 0.05, we accept H1 is and reject H0. Therefore, there is a significance difference between respondents gender and G-SHOCK is worth for money in ANOVA.

SUGGESTIONS

- From the survey it is clear that majority of the customers were young people and the advertisements, products offered by G-SHOCK watches exactly matches the demand of youth. This makes G-SHOCK watches ahead of its competitors
- Their design is good but they have to work on their outlooks.
- Most of the respondents are ready to buy the products of G-SHOCK Industries anytime, so they can come up with more varieties of products.
- Most of the respondents suggested that G-SHOCK Industries could come up with Smart Watch, or a modern version of Pocket Watch as they're very interested in buying them.
- Most of the respondents are only Satisfied with the quality of products manufactured by G-SHOCK Industries but not Highly Satisfied, and since G-SHOCK is an International Brand, they can increase the quality of the product by making it more Premium but at a less price.
- G-SHOCK watches must maintain product quality because it is a satisfactory factor for most of the customers

CONCLUSION

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

On the growing influence of globalization on the Indian watch industry, variety of worldwide manufacturers are coming into the Indian watch industry. In such a dynamic environment G-SHOCK got to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. G-SHOCK musttake serious efforts to form itself competitive and graph within the dynamic market situation by that specialize in the service quality aspects.

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APPENDIX- I (QUESTIONNAIRE)

I am doing a project on a customer perception on G-SHOCK watch.
The main purpose of this research is to generate findings and suggestion about the customer perception on G-SHOCK watches.

Their satisfaction level is measured using percentage method.

NAME

AGE

- ☐ 15-20
- ☐ 20-25
- ☐ 25-30
- ☐ 30&Above

GENDER

- ☐ MALE
- ☐ FEMALE
- ☐ PREFER NOT TO SAY

OCCUPATION

- ☐ STUDENT
- ☐ SELF EMPLOYED
- ☐ GOVERNMENT JOB
- ☐ OTHERS

QUALIFICATION

- ☐ SSLC
- ☐ HSC
- ☐ UG
- ☐ PG

INCOME

- ☐ NONE
- ☐ 20,000-30,000
- ☐ 30,000-40,000
- ☐ 40,000&Above

WHAT TYPE OF WATCH DO YOU PREFER

- ☐ ANALOG
- ☐ DIGITAL
- ☐ SMART WATCH
- ☐ ANALOG & DIGITAL

HOW MANY TIMES YOU VISITED G-SHOCK SHOWROOM

- ☐ ONE TIME
- ☐ TWO TIMES
- ☐ THREE TIMES
- ☐ MORE THAN THREE TIMES

FOR WHAT REASON YOU ARE SELECTING G-SHOCK WATCH

- ☐ BRAND VALUE
- ☐ STYLE
- ☐ PRICE
- ☐ OTHERS

WHICH COLOUR DO YOU PREFER

- ☐ BLUE
- ☐ GREEN
- ☐ GOLD
- ☐ SILVER

DO YOU LIKE G-SHOCK WATCHES

- ☐ YES
- ☐ NO
- ☐ MAY BE

HOW LONG DO YOU USING G-SHOCK WATCH

- ☐ 0-3 YEARS
- ☐ 3-10 YEARS
- ☐ 10-15 YEARS
- ☐ 15& ABOVE

HAVE YOU SEEN THE ADVERTISEMENT OF G-SHOCK WATCHES

- ☐ YES
- ☐ NO

G-SHOCK WATCH IS WORTH FOR MONEY

- ☐ AGREE
- ☐ DISAGREE
- ☐ STRONGLY AGREE
- ☐ STRONGLY DISAGREE

HOW DO YOU RATE THE DESIGN OF G-SHOCK

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

THE OVERALL QUALITY OF G-SHOCK WATCHES IS EXCELLENT

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

DO YOU RECOMMEND OTHERS TO BUY G-SHOCK WATCHES

- ☐ YES
- ☐ NO
- ☐ MAYBE