

# **A STUDY ON CUSTOMER PERCEPTION ON TITAN WATCHES**

Submitted in partial fulfillment of the requirements for the award of

**BACHELOR OF COMMERCE**

By

**CHANDRA MOHAN.S  
39740076**



**BACHELOR OF COMMERCE  
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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## **SCHOOL OF MANAGEMENT STUDIES**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of CHANDRA MOHAN.S 39740076 who have done the Project work entitled "**A STUDY ON CUSTOMER PERCEPTION ON TITAN WATCHES**" under my supervision from January 2022 to March 2022

DR.S.JOYCE

**Internal Guide**

**External Guide**

**Dr. BHUVANESWRI.G**

**Dean, School of Business Administration**

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**Submitted for Viva voice Examination held on \_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## **DECLARATION**

I **CHANDRA MOHAN.S (39740076)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER PERCEPTION ON TITAN WATCHES**” done by me under the guidance of is submitted in partial fulfillment of the requirements for the award of bachelor of commerce degree.

**DATE:**

**PLACE:** CHENNAI

**CHANDRA MOHAN.S**

## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.S. JOYCE.**, for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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**CHANDRA MOHAN.S**

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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 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.

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

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 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.

### **1.2 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.

### **1.3 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.

## **BRAND INTRODUCTION**

Titan is a fashion accessory retail brand in India. The company was launched in 1998 as a sub-brand of Titan Watches. In 2005, Titan was spun off as an independent brand targeting the urban youth and growing fashion industry in India.

Titan 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

Titan 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. Titan 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. Titan 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.

## **1.4 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.

## **1.5 SCOPE OF THE STUDY**

- This study aims to find out the satisfaction level of customers towards the titan 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 titan watch customers.

## **1.6 OBJECTIVES OF THE STUDY**

### **1.7.1 PRIMARY OBJECTIVE:**

- To study about the customer satisfaction level towards the titan watches.

### **1.7.2 SECONDARY OBJECTIVE:**

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

## **1.7 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**

**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".

**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.

**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.

**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).

**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).

**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), Szwejca (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.

**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.

**(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.

**(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.

**(Economic Times, 10 march 2012)** Titan'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). Titan 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 Titan will drive this transformation, an attempt partly to make sure that the parent brand Titan is shielded from any risk. Titan is already into watches and eyewear, and now it's watching categories like bicycles, helmets, shoes and apparel.

**(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**

#### **3.1 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.

#### **3.2 STATEMENT OF THE PROBLEM**

This study is to analyse the customer perception towards Titan Products by Titan 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.

#### **3.3 SOURCE OF DATA**

##### **3.3.1 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.

##### **3.3.2 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.

#### **3.4 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.

### **3.5 SAMPLE SIZE:**

The number of samples chosen was 100 Respondents.

### **3.6 PERIOD OF STUDY**

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

### **3.7 TOOLS FOR ANNALYSIS**

#### **3.7.1 Percentage Method:**

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

### **TESTING OF HYPOTHESIS:**

#### **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

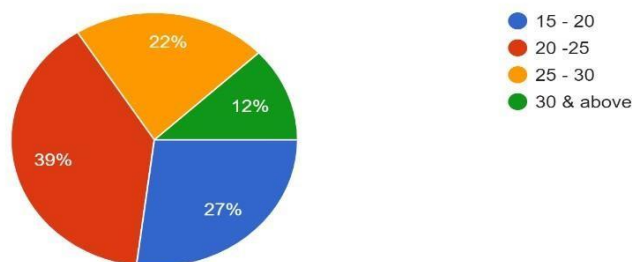
#### 4.1 PERCENTAGE ANALYSIS:

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

TABLE NO 4.1.1: AGE GROUP

GRAPH NO 4.1.1: THE AGE GROUP

AGE  
100 responses



**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.

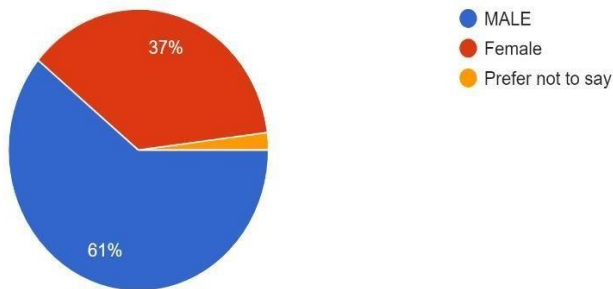
**INFERENCE:** Majority (39%) of the respondents are 20- 25 years.

**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%       |

**GRAPH NO 4.1.2: GENDER PROFILE**

GENDER  
100 responses



**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.

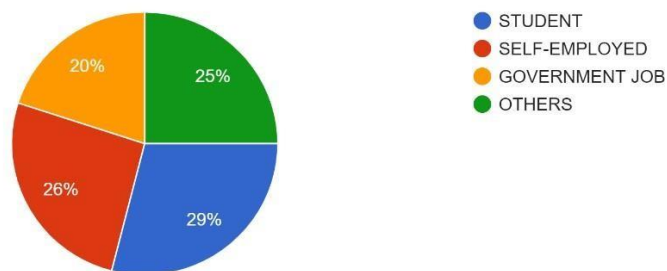
**INFERENCE:** Majority (61%) of the respondents are Male.

**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%       |

**GRAPH NO 4.1.3: OCCUPATION PROFILE**

OCCUPATION  
100 responses



**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.

**TABLE 4.1.4: MONTHLY INCOME**

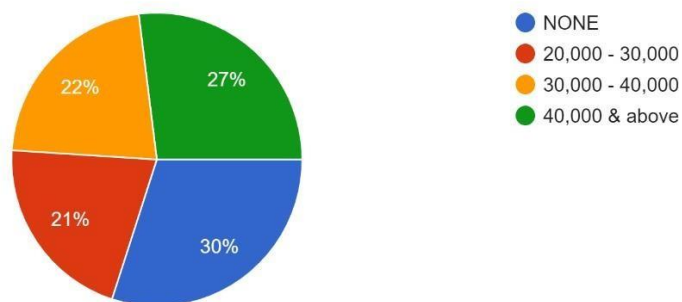
| INCOME       | NO OF RESPONDENT | PERCENTAGE |
|--------------|------------------|------------|
| NONE         | 30               | 30%        |
| 20000-30000  | 21               | 21%        |
| 30000-40000  | 22               | 22%        |
| 40000& above | 27               | 27%        |
| TOTAL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

**source:** Primary data

**GRAPH NO 4.1.4: MONTHLY INCOME**

INCOME

100 responses



**INTERPRETATION:**

From the above Table, 30% of the respondents have no 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.

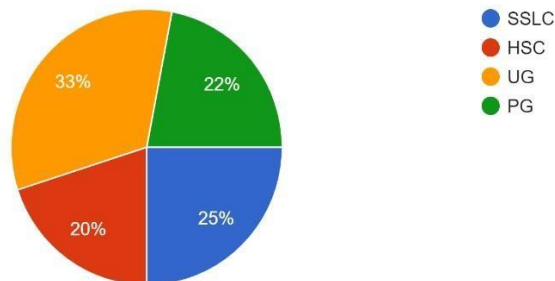
**TABLE NO 4.1.5: QUALIFICATION**

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

**source:** Primary data

**GRAPH NO 4.1.5: QUALIFICATION**

EDUCATION QUALIFICATION  
100 responses



**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.

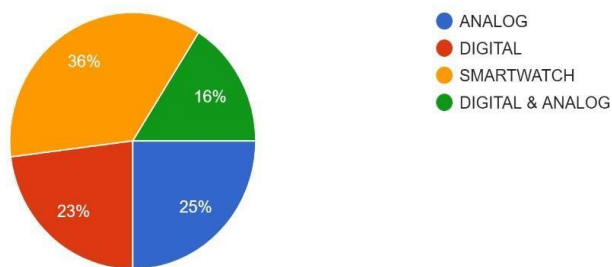
**TABLE 4.1.6: WHAT TYPE OF WATCH DO YOU PREFER**

| 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

**GRAPH 4.1.6: WHAT TYPE OF WATCH DO YOU PREFER**

WHAT TYPE OF WATCH DO YOU PREFER  
100 responses



**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.

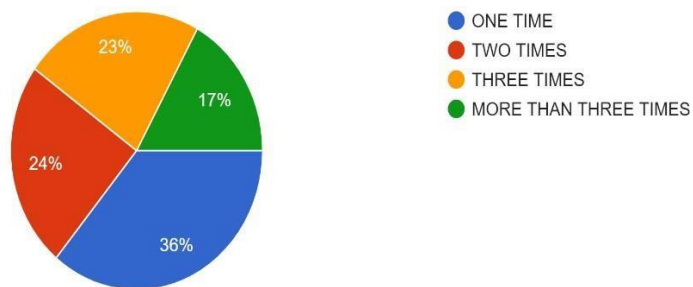
**TABLE 4.1.7: HOW MANY TIMES YOU VISITED TITAN SHOWROOM**

| HOW MANY TIMES YOU VISITED TITAN 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

**GRAPH 4.1.7: HOW MANY TIMES YOU VISITED SHOWROOM**

HOW MANY TIMES YOU VISITED TITAN SHOWROOM  
100 responses



**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 respondents are visited showroom for one time.

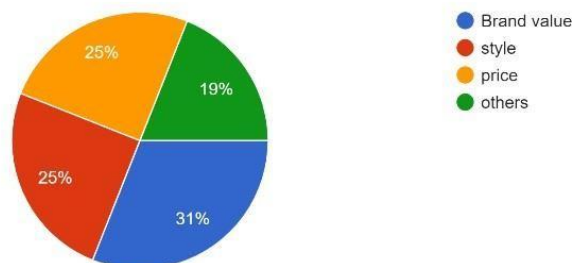
**TABLE 4.1.8: FOR WHAT REASON YOU ARE SELECTING TITAN WATCHES**

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

**source:** Primary data

**GRAPH NO4.1.8: FOR WHAT REASON YOU ARE SELECTING TITAN WATCH**

FOR WHAT REASON YOU ARE SELECTING TITAN WATCH  
100 responses



**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 respondents are selecting titan watches for brand Value.

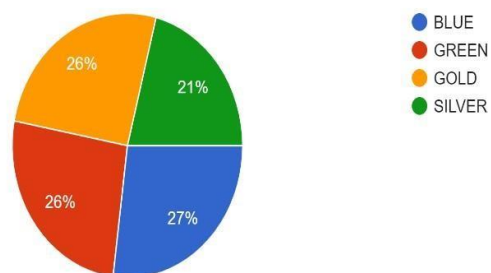
**TABLE NO 4.1.9: WHICH COLOUR DO YOU PREFER**

| 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

**GRAPH NO 4.1.9: WHICH COLOUR DO YOU PREFERENCE**

WHICH COLOUR DO YOU PREFERENCE  
100 responses



**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.

**TABLE NO 4.1.10: DO YOU LIKE TITAN WATCHES**

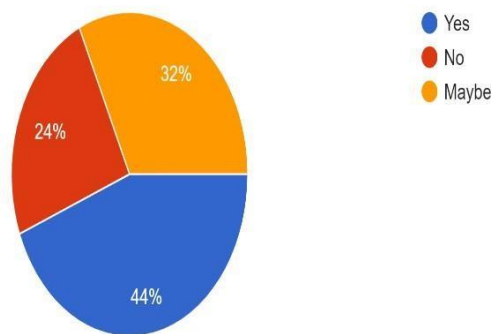
| DO YOU LIKE TITAN WATCHES | NO OF RESPONDENTS | PERCENTAGE |
|---------------------------|-------------------|------------|
| YES                       | 44                | 44         |
| NO                        | 24                | 24         |
| MAY BE                    | 32                |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

**source:** Primary data

**GRAPH NO 4.1.10: DO YOU LIKE TITAN WATCHES**

DO YOU LIKE TITAN WATCHES

100 responses



**INTERPRETATION:**

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

**INFERENCE:** Majority (44%) of the respondents are likes titan watches.

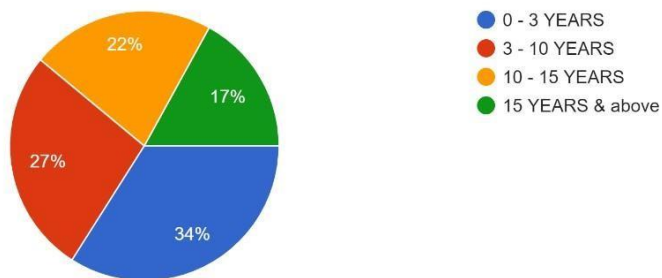
**TABLE NO 4.1.11: HOW LONG DO YOU USING TITAN WATCH**

| HOW LONG DO YOU USING TITAN 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

**GRAPH NO 4.1.11: HOW LONG DO YOU USING TITAN WATCH**

HOW LONG DO YOU USING TITAN WATCH  
100 responses



**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 titan watch from 0-3 years.

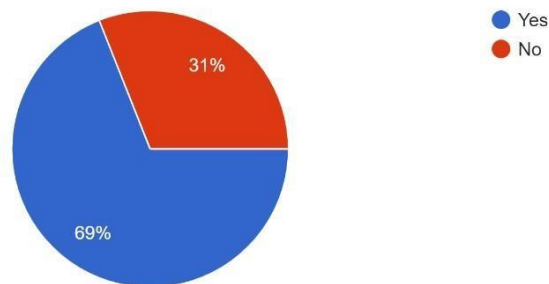
**TABLE NO 4.1.12: HAVE YOU SEEN THE ADVERTISEMENT OF TITAN WATCHES**

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

**source:** Primary data

**GRAPH NO 4.1.12: HAVE YOU SEEN THE ADVERTISEMENT OF TITAN WATCH**

HAVE YOU SEEN THE ADVERTISEMENT OF TITAN WATCHES  
100 responses



**INTERPRETATION:** The above Table 69% of respondents are seen the advertisement of titan watch and 31% of respondents are not seen the advertisement of titan watch.

**INFERENCE:** Majority (69%) of the respondents are seen the advertisement of the titan watch.

**TABLE 4.1.13: TITAN WATCH IS WORTH FOR MONEY**

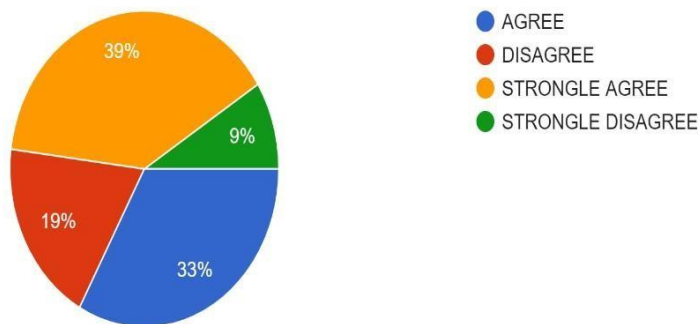
| TITAN WATCH IS WORTH FOR MONEY | NO OF RESPONDENTS | PERCENTAGE |
|--------------------------------|-------------------|------------|
| AGREE                          | 33                | 33%        |
| DISAGREE                       | 19                | 19%        |
| STRONGLE AGREE            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

**source:** Primary data

**GRAPH NO 4.1.13: TITAN WATCH IS WORTH FOR MONEY**

TITAN WATCH IS WORTH FOR MONEY

100 responses



**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 strongly agree and 9% of respondent are comes under the category of strongly disagree.

**INFERENCE:**

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

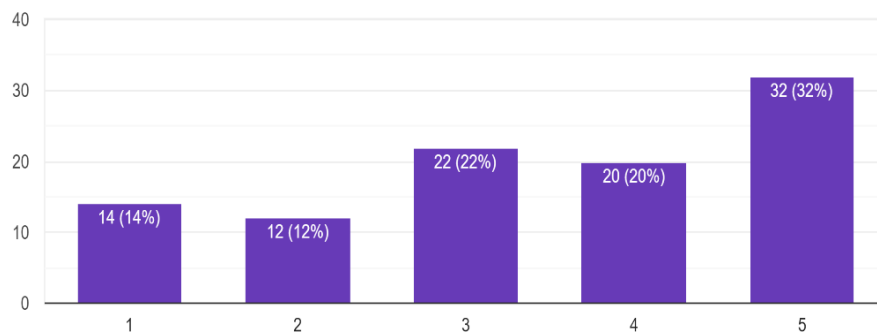
**TABLE NO 4.1.14: HOW DO YOU RATE THE DESIGNS OF TITAN**

| HOW DO YOU RATE THE DESIGNS OF TITAN | 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

**GRAPH NO 4.1.14: HOW DO YOU RATE THE DESIGNS OF TITAN**

HOW DO YOU RATE THE DESIGNS OF TITAN  
100 responses



**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 titan watches.

**TABLE NO 4.1.15: THE OVERALL QUALITY OF TITAN WATCH IS EXCELLENT**

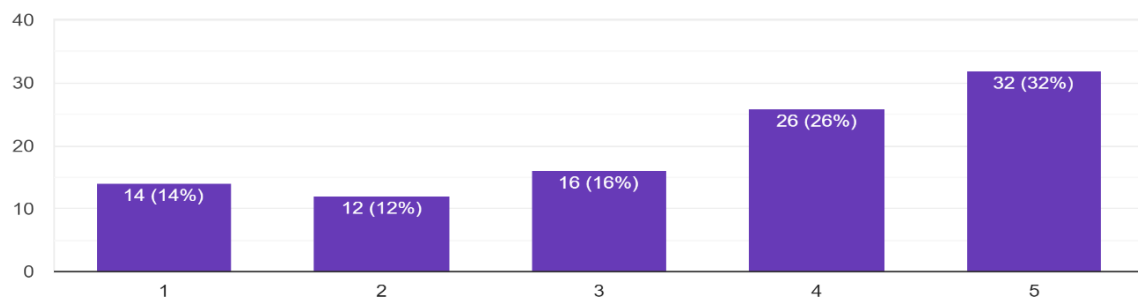
| THE OVERALL QUALITY OF TITAN WATCH IS EXCELLENT | NO OF RESPONDENTS | PERCENTAGE |
|-------------------------------------------------|-------------------|------------|
| 1                                               | 14                | 14         |
| 2                                          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

**source:** Primary data

**GRAPH NO 4.1.15: THE OVERALL QUALITY OF TITAN WATCH IS EXCELLENT**

THE OVERALL QUALITY OF TITAN WATCH IS EXCELLENT

100 responses



#### **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 titan watches.

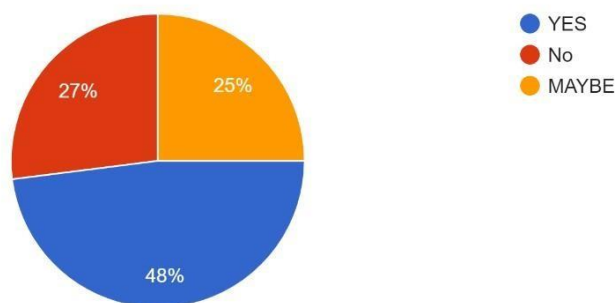
**TABLE NO 4.1.16: DO YOU RECOMMEND OTHERS TO BUY TITAN WATCH**

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

**source:** Primary data

**GRAPH NO 4.1.16: DO YOU RECOMMEND OTHERS TO BUY TITAN WATCH**

DO YOU RECOMMEND OTHERS TO BUY TITAN WATCH  
100 responses



**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 titan watch.

## 4.2 ANOVA ANALYSIS

| Case Processing Summary |       |         |         |         |       |         |
|-------------------------|-------|---------|---------|---------|-------|---------|
|                         | Cases |         |         |         |       |         |
|                         | Valid |         | Missing |         | Total |         |
|                         | N     | Percent | N       | Percent | N     | Percent |
| scale1 *<br>scale2      | 7     | 100.0%  | 0       | 0.0%    | 7     | 100.0%  |

### 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

TITAN 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 the value is higher than 0.05, we accept H1 is and reject H0. Therefore, there is a significance difference between respondents of gender and Titan watches is worth for money

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **5.1 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 “Titan 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 Titan showroom one time and 17% of the respondents has visited Titan showroom.
- 31% of the respondents are selecting Titan Watch for Brand value.
- .27% of the respondents are choosing blue color in Titan Watch and 26% of the respondents are chosen green and gold.
- 44% of the respondents likes the Titan watches.
- Majority of the respondents 34% are using Titan Watch for 0-3 years.
- 69% of the respondents have seen the advertisement of Titan watch and 31%of the respondents have never seen the advertisement.

- 39% of the respondents are Agreed that Titan watch is worth for money.
- 32% of respondents are rated 5 for the designs of the Titan Watches.
- 32% of the respondents are rated 5 for the overall quality of Titan watch was Excellent.
- 48% of respondents are said yes for recommend others to buy Titan watches.
- Since value (.275) is greater than 0.05 at 5% level of significance we accept null hypothesis  $H_0$ . Hence there is relationship between respondents gender and Titan is worth for money
- Since value is higher than 0.05, we accept  $H_1$  is and reject  $H_0$ . Therefore, there is a significance difference between respondents gender and Titan is worth for money in ANOVA.

## 5.2 SUGGESTIONS

- From the survey it is clear that majority of the customers were young people and the advertisements, products offered by Titan watches exactly matches the demand of youth. This makes Titan 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 Titan Industries anytime, so they can come up with more varieties of products.
- Most of the respondents suggested that Titan 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 Titan Industries but not Highly Satisfied, and since Titan is an International Brand, they can increase the quality of the product by making it more Premium but at a less price.
- Titan watches must maintain product quality because it is a satisfactory factor for most of the customers

### **5.3 CONCLUTION**

This article was a study conducted to know about the behaviour of the consumer on titan watches. The study analysed the different aspects of consumer behaviour. From this study, it is clear that majority of the customers 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 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 Titan got to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Titan must take serious efforts to form itself competitive and graph within the dynamic market situation by that specialize in the service quality aspects.

## **APPENDIX- I (QUESTIONNAIRE)**

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

Their satisfaction level is measured using a 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 TITAN SHOWROOM

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

FOR WHAT REASON YOU ARE SELECTING TITAN WATCH

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

WHICH COLOUR DO YOU PREFER

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

DO YOU LIKE TITAN WATCHES

- ☐ YES
- ☐ NO
- ☐ MAY BE

HOW LONG DO YOU USING TITAN WATCH

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

HAVE YOU SEEN THE ADVERTISEMENT OF TITAN WATCHES

- ☐ YES
- ☐ NO

TITAN WATCH IS WORTH FOR MONEY

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

HOW DO YOU RATE THE DESIGN OF TITAN

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

THE OVERALL QUALITY OF TITAN WATCHES IS EXCELLENT

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

DO YOU RECOMMEND OTHERS TO BUY TITAN WATCHES

- ☐ YES
- ☐ NO
- ☐ MAYBE