

CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES

SUBASH.T

(40410175)



SCHOOL OF MANAGEMENT STUDIES

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-600119

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SUBASH.T (40410175)** who has done the Project work entitled **CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES** under my supervision from January 2022 to March 2022.

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Submitted for Viva voice Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

I SUBASH.T (40410175) hereby declare that the Project Report entitled **CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES** done by me under the guidance of DR. J. RANI MBA., M.Phil., Ph.D., Associate Professor, School of Business Administration is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SUBASH.T

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SUBASH.T

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ABSTRACT

Today Fastrack features a wide range of products for the young at heart. From watches and sunglasses, they have moved onto bags, belts, wallets and even wristbands. Watches There are various collections which can be found amongst the Fastrack watches. Each collection signifies a certain style which is present in each of the models in that collection. Fastrack watches has a standard sales than any other branded watches. Hence, the study is to determine and scrutinize the factors influencing the customers to prefer Fastrack watches even though there are more innovations and modern technologies. The main aim of the study is to understand the existing product quality in Fastrack watches. To identify the difference between Expectation & Perception of customers in product quality offered by Fastrack watches. To understand about the customer satisfaction for Fastrack watches. To investigate whether the product quality of Fastrack watches is capable of addressing all demands made by customer. The study is taken with primary data and secondary data. Primary data is taken with questionnaire with responses taken from 123 respondents and secondary data is from articles. The result indicated that Most of the respondents are satisfied with the FASTRACK product with their wide range of products, quality, price in an effective way. Customer of Fastrack watches is well known about the product range provided by the brand. Majority of respondents were highly satisfied by the Fastrack brand.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Customer preference is defined as a set of assumptions that focus on customer choices that result in different alternatives such as happiness, satisfaction or utility. The entire customer preference process results in an optimal choice. Customer preferences allow a customer to rank different bundles of goods according to levels of utility or that total satisfaction of consuming a good or service. It is important to understand that customer preference are not dependent upon customer income or prices. So, customer's capacity to buy goods does not reflect a customer's likes or dislikes. The customer preference explains how a customer ranks a collection of goods or services or prefer one collection over another. This definition assumes that customer ranks goods or services by the amount of satisfaction or utility, afforded. Customer preference theory does not take the customer's income, good or service's or price or the customer's ability to purchase the product or service. The customers preference assumes that the customer can choose consistently between or among goods and services. The customer must prefer one set of goods or services over others or treat all as equally beneficial. Consistency is an issue when the customer must consider more than two alternatives. Customer preference theory assumes that "more is better". This form of preference, monotonicity, has varying levels of strength. The underlying foundation of demand, therefore, is a model of how customers behave. The individual customer has a set of preference and values whose determination are outside the realm of economics. They are no doubt dependent upon culture, education and individual tastes. Among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the customer who purchases and customer the good. If individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the customer. Customer preferences are defined as the subjective (individual) tastes, as measured by utility of various bundles of goods. They permit the customer to rank these bundles of goods according to the levels of utility they give the customer.

1.2 PROBLEM STATEMENT

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

1.3 INDUSTRY PROFILE

1.3.1 History of watches

The history of watches began in 16th-century Europe, where watches evolved from portable spring-driven clocks, which first appeared in the 15th century. The watch was developed by inventors and engineers from the 16th century to the mid-20th century as a mechanical device, powered by winding a mainspring which turned gears and then moved the hands; it kept time with a rotating balance wheel. In the 1960s the invention of the quartz watch which ran on electricity and kept time with a vibrating quartz crystal, proved a radical departure for the watchmaking industry. During the 1980s quartz watches took over the market from mechanical watches, a process referred to as the "quartz crisis". Although mechanical watches still sell in the watch market, the vast majority of watches as of 2020 have quartz movements. One account of the origin of the word "watch" suggests that it came from the Old English word *whence* which meant "watchman", because town watchmen used watches to keep track of their shifts. Another theory surmises that the term came from 17th-century sailors, who used the new mechanisms to time the length of their shipboard *watches*.

1.3.2 Wrist watches

From the beginning, wristwatches were almost exclusively worn by women, while men used pocket watches up until the early 20th century. The concept of the wristwatch goes back to the production of the very earliest watches in the 16th century. Some people say

the world's first wristwatch was created by Abraham-Louis Breguet for Caroline Murat, Queen of Naples, in 1810. However, Elizabeth I of England received a wristwatch from Robert Dudley in 1571, described as an arm watch, 229 years earlier than the 1810 Abraham-Louis Breguet. By the mid nineteenth century, most watchmakers produced a range of wristwatches, often marketed as bracelets, for women.

Wristwatches were first worn by military men towards the end of the nineteenth century, when the importance of synchronizing maneuvers during war without potentially revealing the plan to the enemy through signaling was increasingly recognized. It was clear that using pocket watches while in the heat of battle or while mounted on a horse was impractical, so officers began to strap the watches to their wrist. The Garston Company of London patented a 'Watch Wristlet' design in 1893, although they were probably producing similar designs from the 1880s. Clearly, a market for men's wristwatches was coming into being at the time. Officers in the British Army began using wristwatches during colonial military campaigns in the 1880s, such as during the Anglo-Burma War of 1885.

During the Boer War, the importance of coordinating troop movements and synchronizing attacks against the highly mobile Boer insurgents was paramount, and the use of wristwatches subsequently became widespread among the officer class. The company Mappin & Webb began production of their successful 'campaign watch' for soldiers during the campaign at the Sudan in 1898 and ramped up production for the Boer War a few years later.

These early models were essentially standard pocket watches fitted to a leather strap, but by the early 20th century, manufacturers began producing purpose-built wristwatches. The Swiss company, Dimer Frères & Cia patented a wristwatch design with the now standard wire lugs in 1903. In 1904, Alberto Santos-Dumont, an early Brazilian aviator, asked his friend, a French watchmaker called Louis Cartier, to design a watch that could be useful during his flights. Hans Waldorf moved to London in 1905 and set up his own business with his brother-in-law Alfred Davis, Waldorf & Davis, providing quality timepieces at affordable prices – the company later became Rolex. Waldorf was an early convert to the wristwatch, and contracted the Swiss firm Angler to produce a line of

wristwatches. His Rolex wristwatch of 1910 became the first such watch to receive certification as a chronometer in Switzerland and it went on to win an award in 1914 from Kew Observatory in London.

The impact of the First World War dramatically shifted public perceptions on the propriety of the man's wristwatch, and opened up a mass market in the post-war era. The creeping barrage artillery tactic, developed during the War, required precise synchronization between the artillery gunners and the infantry advancing behind the barrage. Service watches produced during the War were specially designed for the rigors of trench warfare, with luminous dials and unbreakable glass. Wristwatches were also found to be needed in the air as much as on the ground: military pilots found them more convenient than pocket watches for the same reasons as Santos-Dumont had. The British War Department began issuing wristwatches to combatants from 1917. The company H. Williamson Ltd., based in Coventry, was one of the first to capitalize on this opportunity. During the company's 1916 AGM it was noted that "...the public is buying the practical things of life. Nobody can truthfully contend that the watch is a luxury. It is said that one soldier in every four wears a wristlet watch, and the other three mean to get one as soon as they can." By the end of the War, almost all enlisted men wore a wristwatch, and after they were demobilized, the fashion soon caught on – the British *Horological Journal* wrote in 1917 that "...the wristlet watch was little used by the sterner sex before the war, but now is seen on the wrist of nearly every man in uniform and of many men in civilian attire." By 1930, the ratio of wrist- to pocket watches was 50 to 1. The first successful self-winding system was invented by John Harwood in 1923. In 1961, the first wristwatch traveled to space on the wrist of Yuri Gagarin on Vostok 1.

1.4 COMPANY PROFILE

1.4.1 History of Fastrack watches

Fastrack was launched as a sub-brand under its flagship watch brand Titan Watches by the Tata Group in 1998. The idea was to create watches focused on the young generation with a modern and trendy look. To this effect, Fastrack got its own display space in the Titan Watch showrooms all over the country. As the brand started to become popular among its target customers due to its modern designs yet affordable pricing, Fastrack

broke away from Titan Industries and was re-established as a separate company in 2005. Focused on the urban young population of the country, the brand became increasingly popular in the ensuing years and it has the distinction of being the most loved youth brand in fashion in the country.

1.4.2 Overview of Fastrack

Fastrack retails across the nation through 158 exclusive Fastrack stores in over 79 cities as well as authorized multi-brand outlets and online (www.fastrack.in). Today, the brand has successfully notched up the title of being the most loved youth fashion brand in the country. If Fastrack was to be described in a single word, 'Irreverent' would be it. Not the insolent, sacrilegious or rude variety, but more the cheeky anti-authoritarian kind. This is evident in the brand's edgy, provocative and tongue-in-cheek advertising. A brand that questions everything, pushes boundaries, constantly re-invents and never strays near the beaten path. Fastrack has earned the tag of being 'Effortlessly Cool'. For them it boils down to not taking things too seriously, they flip the bird at having to be acceptable and smile sardonically in the face of all the haters. Stemming from the need to keep their audience engaged and at the edge of their seats, Fastrack has developed the innate ability to switch tracks and constantly reinvent. The brand is 'Unpredictable', and always has a trick up its sleeve. The ideal of being 'Eternally Young' is a concept that Fastrack identifies with and lives by, every day. It is straddling that thin red line between adolescent and adulthood and it is staying right there. Fastrack's permanent subscription to the fountain of youth is an integral base in its DNA strand as progression is infinite when you are forever young. Fastrack is India's foremost youth accessories brand. It is sporty and coed. It believes that it is all about range and delivers just that in almost ungodly quick cycles. The brand stays focused on its audience and delivers what they want before they even know they want it. Fastrack is accessible and owns the playing field. It is not cheap, just affordable. It is not just about fashion but rather, lifestyle. It does not make products that are meant to be collectibles or those that will turn into heirlooms. It does not just make watches. It is not the manufacturer of tween gear. Fastrack 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. It's Fastrack's philosophy, its mantra, its battle cry. This simple phrase is the expression of the way the brand thinks, operates, communicates and works. It's a blueprint for all that is Fastrack.

1.4.3 SUCCESS STORY OF FASTRACK

The story of Fastrack's road to gain its current popularity started with its launch in 1998. Watches were its primary product as Titan was already an established watch brand in India during the time. Titan showrooms were present in almost all parts of the country and regular advertising campaigns coupled with good quality product offerings had made the name 'Titan' synonymous with watches. To capitalize on this market presence and to appeal to the fast-developing economically independent youth population of the country, Tata envisioned its Fastrack range of watches. To this effect, the brand was provided the required impetus through blanket media marketing and roping in famous youth icons as brand ambassadors from the acting and sports fields. The popularity of the brand began to grow steadily through the years to the point the management felt that the brand was popular enough to become an independent fashion label on its own. Thus the re-launch of Fastrack happened in 2005 as an independent youth fashion brand. Even the designs of the watches were changed from being predominantly steel-based to a mix of fiber and plastic models. This further increased the brand's likeability among the youth and Fastrack built upon this popularity with its foray into the sunglasses category. The brand also established its exclusive showroom in 2009 along with the launch of its fashion accessories range. The new categories were bags, belts and wallets aimed at fashionable young population of the country. The brand has also positioned itself as a fashion choice which is both stylish yet affordable to the masses. Owing to the strong distribution network of the Tata Group, Fastrack was quickly able to reach a high degree of market penetration in a comparative short time span. It currently claims to hold market share of more than 50% in the youth watch category with being the forerunner in the digital smart watch space. It was one of the first five brands to launch such a product in the world. So, the focus has always been to remain at the forefront of innovation with a variety of offerings to cater to the unique tastes of the millennial youth of India.

1.4.4 MARKETING STRATEGIES

At the heart of the success of the Fastrack brand is the concerted marketing efforts of the company along with trendy, affordable products to allure its target customer segment. It has always been primarily focused to become the fashion brand of choice for the young population of India. The initial focus during Fastrack's early days was to build upon the already established Titan brand. It ventured to carve its own niche in the watch market by appealing to the urban youth of the late teens to the early twenties age group. Thus the tagline emphasized the origin thus ensuring customers about the quality while highlighting its 'hip' status for the youth. The early designs were primarily steel-based looks which were subsequently changed to plastic and metal combinations based on the international success of such designs. This television media campaign was launched to provide impetus to the new line of digital watches presented by Fastrack. It featured the famous youth icon racecar-driver Narain Karthikeyan urging the consumers to wear the trendy collection of watches. Such campaigns along combined with other forms of aggressive marketing and the brand's presence in almost 100 cities of the country had the intended effect of popularizing it among the youth. But the long term plan of the management was to build up the individuality of the brand and position it as a major player in the youth fashion accessories segment. Thus came the hugely popular "move on" advertising campaign by Fastrack. This media blitz as in conjunction with the re-launch of the brand as a separate company in 2005 and its position as a fashion product rather being just a trendy wristwatch. To this effect, sunglasses were also launched as an add-on fashion accessory for the urban youth segment. Many popular celebrities like cricketer Virat Kohli, actors John Abraham and Genelia D'Souza were subsequently contracted to endorse the brand. By 2009, Fastrack launched its exclusive showroom and other fashion accessories like bags, belts and wallets to compliment its watches range. The tagline "move on" was meant to be a reflection of the modern youth's psyche of detachment.

1.5 NEED FOR THE STUDY

- ❖ To identify the consumer's preference towards Fastrack banded watches.

- ❖ To enlightening the company about different steps to be taken up to increase the share of Fastrack in the market, with regard other competitors.
- ❖ To make company to provide better customer service.
- ❖ It also opens the various factors which can affect the purchase decision.

1.6 OBJECTIVES OF THE STUDY

- ❖ To understand the existing product quality in Fastrack watches.
- ❖ To identify the difference between Expectation & Perception of customers in product quality offered by Fastrack watches.
- ❖ To understand about the customer satisfaction for Fastrack watches.
- ❖ To investigate whether the product quality of Fastrack watches is capable of addressing all demands made by customer.

CHAPTER 2

REVIEW OF LITERATURE

Dr. J. Malarvizhi, T. Chitra Devi (2018) The Objective is to study on the level of satisfaction among the customers and to evaluate the customer's opinion towards the Fastrack 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 Fastrack watches.

M.HameedUnissa(2015) in his study "A study on customer satisfaction towards Fastrack watches". The objective of the study is to know the level of satisfaction among the customers and to evaluate the customer opinion towards the Fastrack watches. The findings of the study found that Fastrack is one of the preferable brand among both the genders as the industry provide watches with better design to both of them.

Praveen Kumar L(2015) Conducted "A study on customer satisfaction of Fastrack watches in Mysore". The findings of the study say that company should ensure the availability of all models and outlets of Fastrack. The company must satisfy their loyal customers by providing them special offers. Finally, a study conducted to know about the satisfaction level of the customers of Fastrack watches.

Dr.Josephine Lourdes De Rose(2015) made a study on "A review on the factors contributing to the selection of a wristwatch using conjoint analysis". The findings of the study are conjoint analysis displays the key levels under each of the attributes and they concluded that watches become almost a necessity for human beings to whichever economic class they belong.

AratiBiradar (2014) made a study on "Market study of Fastrack and Casio watches". The findings of the study are that market performance of two brands of watches namely,

Casio and Fastrack are presented in the report. They concluded that at the end of advertisement of each brand are presented and their position in the market is determined.

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

Anitha N Halamata(2013) Conducted a study on “Consumer behavior and brand preference of Titan watches-An empirical study with reference to Haveri District Karnataka”. In this the analysis says that consumer satisfaction is necessary to know the opinion of different consumers to implement the most effective marketing policy of the firm. The findings of the study are that consumers of Titan brand watches are highly satisfied the customers having pride in owning and wearing the most sophisticated highly reliable and superior performance watch.

ShanthiRangasamy(2011) in his study “Marketing strategy and brand awareness of quartz wristwatches-with special reference to Titan industries limited”. This research tries to examine the present marketing strategy of TITAN and to suggest an improved system for widening the market base and also to increase the sales volume. The sampling method adopted is non-probability convenience sampling. To analyze the data and interpret the results, various statistical tools like simple percentage analysis, chi-square test and ANOVA-one way are applied.

Turel and Serenko (2010) studied validation of American Customer Satisfaction Model in mobile telecommunication sector and found that there is a positive association between perceived customer expectations, perceived quality, value and satisfaction and a negative link between satisfaction and customer complaints.

Anuj Handa (2010) made a “Study of Indian wristwatch industry and marketing strategy of titan watches”. The findings of this research shows that most of the consumers prefer Titan watches for their attractive designs and good quality. However, there is a misconception about pricing of Titan products among the consumers and they concluded that Titan company can sponsor events similar to fashion shows in which all latest designs launched are displayed.

Ching-chow Yang (2003) stated that customer satisfaction measurement highlights the strength and the area of improvement in the quality of product. Continuous improvement is considered one of the important quality activities for a firm to pursue the best quality for its products. Through the continuous improvement actions, the enterprise can increase customer satisfaction and raise profits.

Terblanche & Boshoff (2001) assessed the influence of certain factors on customer's level of satisfaction in their study. It has been found that service quality, product quality and product varieties are the three dimensions that influence customer satisfaction.

Ganesh et al (2000) note that investigations of overall satisfaction provide useful insights into the various customer groups, further exploration, of satisfaction with service dimensions provide a more detailed look into the factors that drive customer satisfaction in this project.

Fornell et al (1996) has introduced the American Customer Satisfaction Index (ACSI), a new type of customer-based measurement system for evaluating the performance of firms, industries, economic sectors and national economies. ACSI measures the quality of the goods and services as experienced by the customers. They found that customer satisfaction is determined by customization. Customer expectations and quality drives customer satisfaction that value or price.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 Descriptive research design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 Sources of Data

Data collection is the term used to describe a process of preparing and collecting data.

- Primary data – Questionnaire given to 123 respondents.
- Secondary data – websites and online journals, published reports & review of literature from published articles.

3.3 Structure of questionnaire

Questionnaire contains two sections. First part was designed to know the general information about respondents and the second part contains the respondents preference about Fastrack watches.

3.4 Sampling technique

3.4.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 Sample size

The sample size for this survey is 123.

3.6 Period of study

The period of study is from Jan 2022 to March 2022 which is three months of study.

3.7 Analytical tools

3.7.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9 Hypothesis testing

The Spss tools used for analyzing hypothesis were Chi-square test and One—way Anova test.

H0 - Null hypothesis(there is no significant relationship between the variables)

H1 – Alternate hypothesis(there is significant relationship between the variables).

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Age of the respondents

Particulars	No. of respondents	Percentage
Below 18	10	8%
18-25	73	59%
25-35	32	26%
Above 35	8	7%

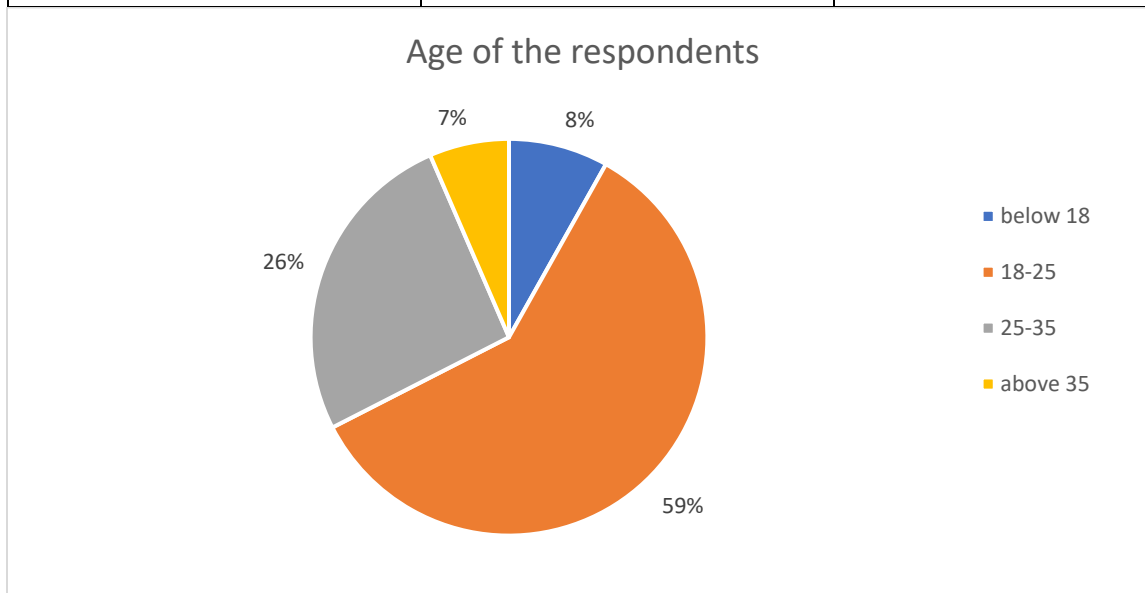


Chart 4.1.1 Age of the respondents

INTERPRETATION

From the above table it is interpreted that 8% respondents were below 18, 59% respondents were between 18-25, 26% respondents were between 25-35, 7% respondents were above 35.

INFERENCE

Majority 59% respondents were between 18-25.

Table 4.1.2 Gender of the respondents

Particulars	No. of respondents	Percentage
Male	85	69%
Female	38	31%

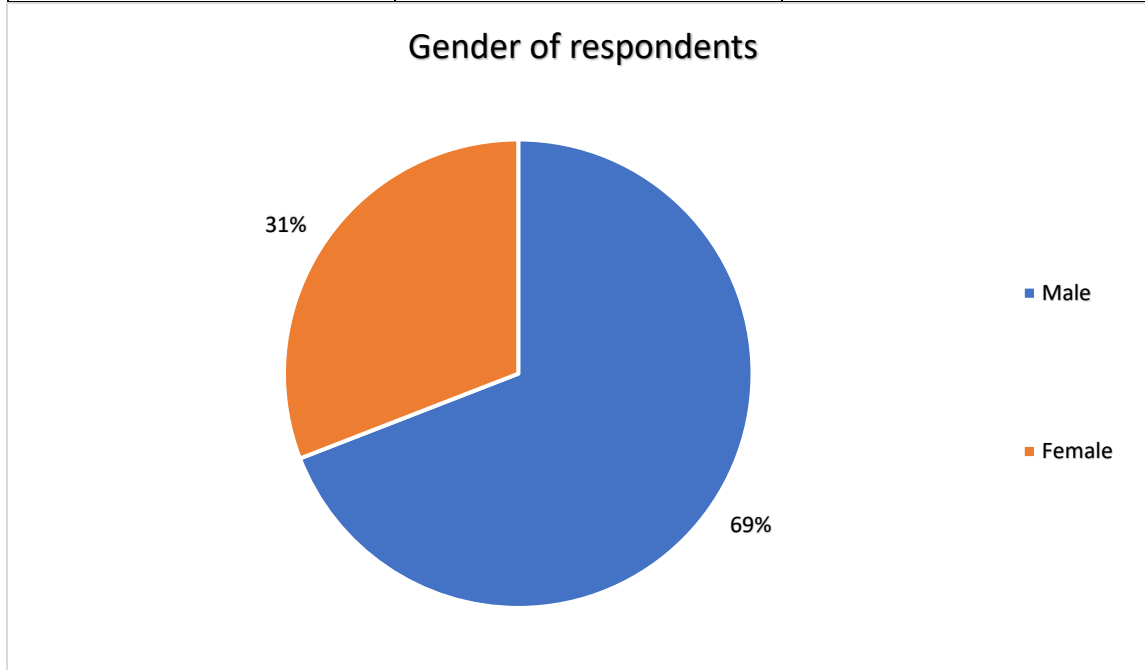


Chart 4.1.2 Gender of the respondents

INTERPRETATION

From the above table it is interpreted that majority 69% of respondents were male and 31% of respondents were female.

INFERENCE

Majority 69% of respondents were male.

Table 4.1.3 Marital status of respondents

Particulars	No. of respondents	Percentage
Married	52	42%
Unmarried	71	58%

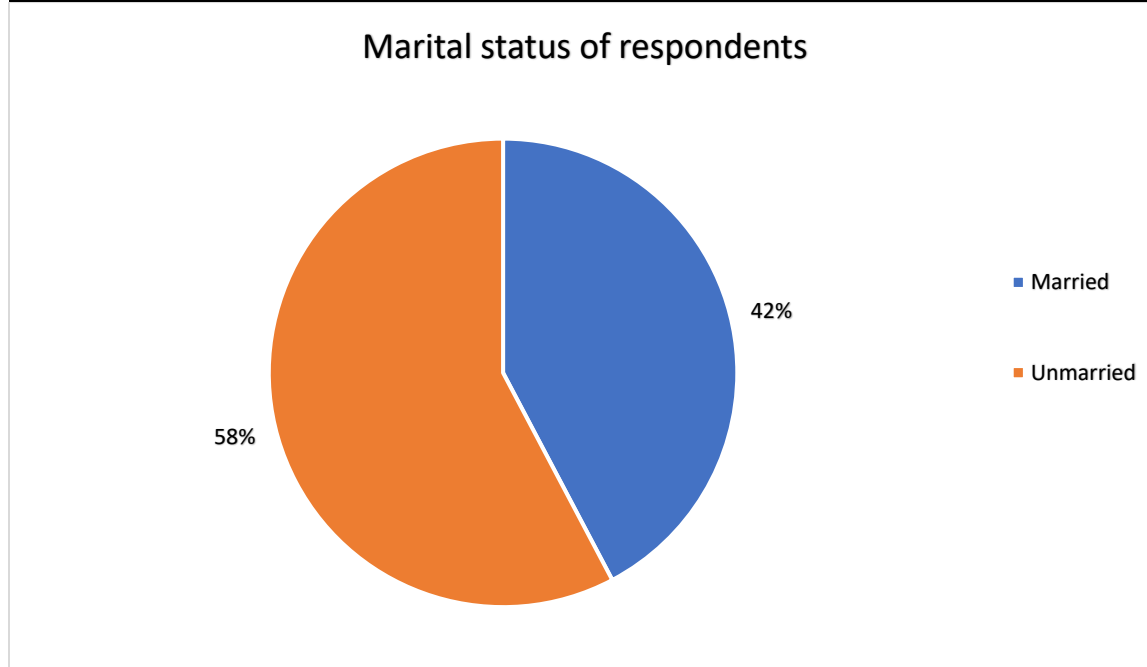


Chart 4.1.3 Marital status of respondents

INTERPRETATION

From the above table it is interpreted that 42% respondents were married and 58% respondents were unmarried.

INFERENCE

Majority 58% respondents were unmarried.

Table 4.1.4 how do you know about Fastrack

Particulars	No. of respondents	Percentage
Newspaper	19	15%
TV Ad	18	15%
Friends or Family	37	30%
Social media	43	35%
others	6	5%

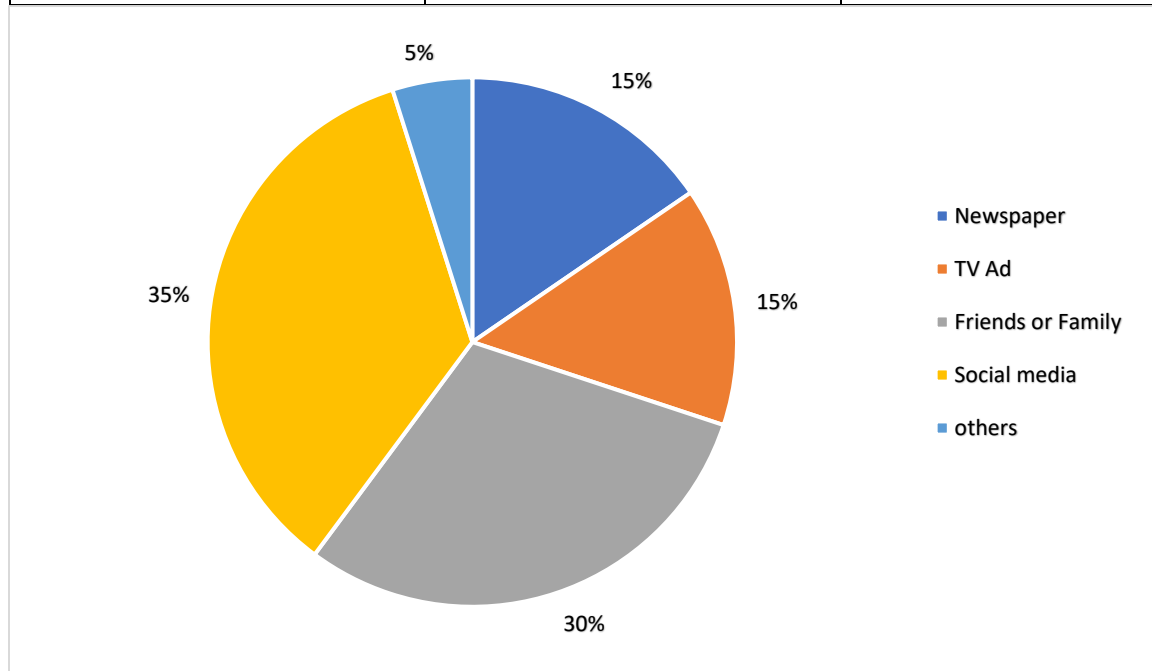


Chart 4.1.4 how do you know about Fastrack

INTERPRETATION

From the above table it is interpreted that 15% respondents tells that newspaper, 15% respondents tells TV Ad, 30% respondents tells Friends or Family, 35% respondents tells Social media, 5% respondents tells other sources.

INFERENCE

Majority 35% respondents tells through Social media they know about Fastrack.

Table 4.1.5 Duration of using Fastrack watches

Particulars	No. of respondents	Percentage
One month	16	13%
Less than 1 year	57	46%
1-5 years	36	29%
More than 5 years	14	12%

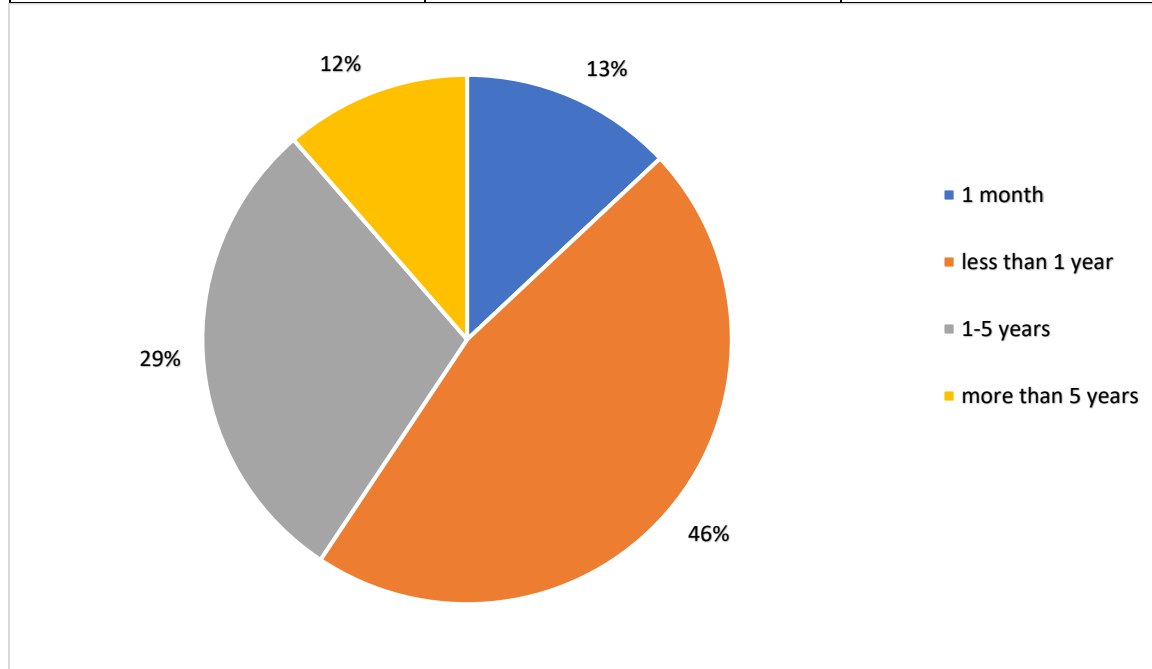


Chart 4.1.5 Duration of using Fastrack watches

INTERPRETATION

From the above table it is interpreted that 13% respondents were using for 1 month, 46% respondents were using it for less than 1 year, 29% respondents were using for 1-5 years, 12% respondents were using it for more than 5 years.

INFERENCE

Majority 46% respondents were using it for less than 1 year.

Table 4.1.6 Purpose of buying Fastrack watches

Particulars	No. of respondents	Percentage
Brand reputation	50	41%
Features	54	44%
Others	19	15%

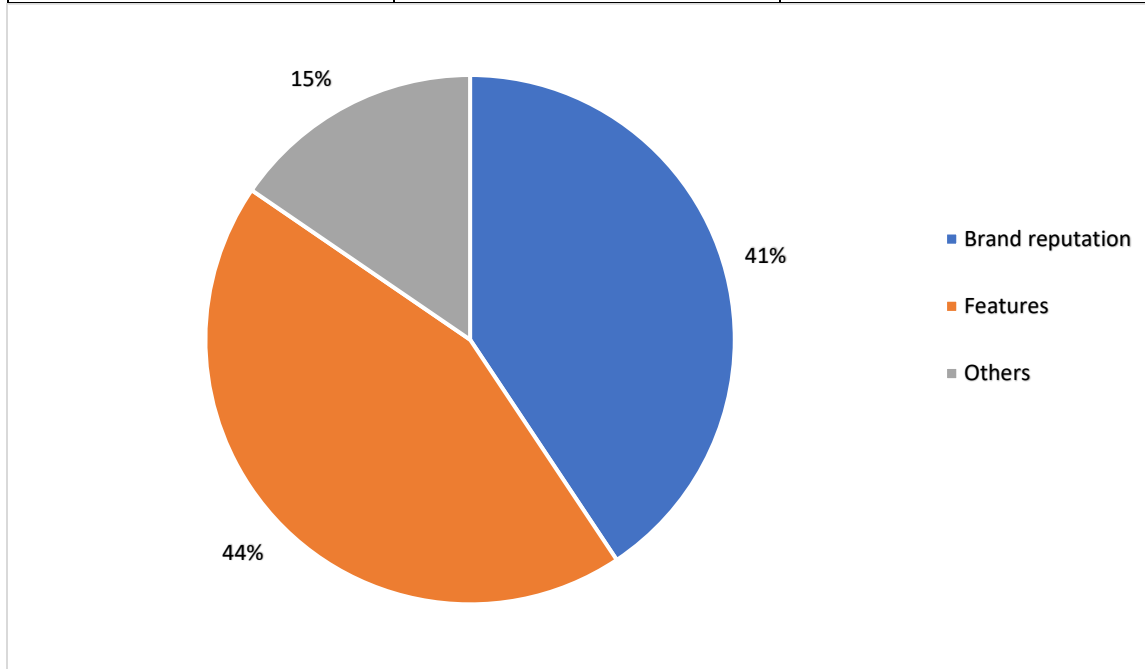


Chart 4.1.6 Purpose of buying Fastrack watches

INTERPRETATION

From the above table it is interpreted that 41% respondents buy it for brand reputation, 44% respondents buy it for features, 15% respondents buy it for other reasons.

INFERENCE

Majority 44% respondents buys Fastrack watches for features.

Table 4.1.7 Main reason for preferring Fastrack watches

Particulars	No. of respondents	Percentage
Good quality	40	32%
Affordable price	38	31%
Fast delivery	41	33%
Standard	30	24%
other	8	7%

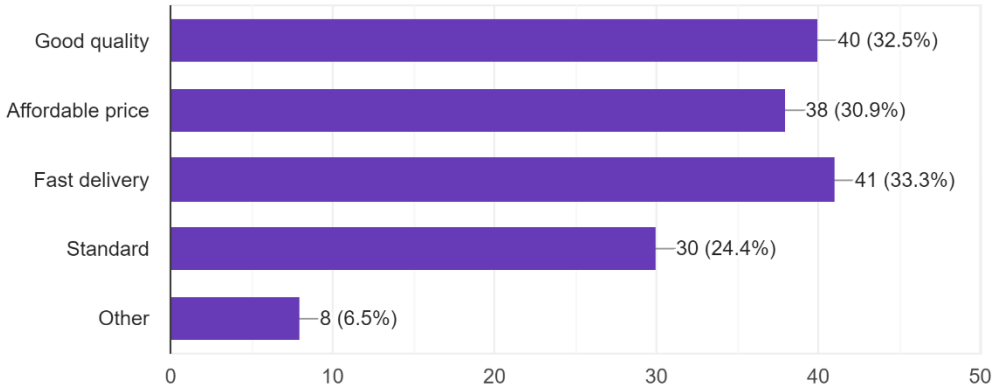


Chart 4.1.7 Main reason for preferring Fastrack watches

INTERPRETATION

From the above table it is interpreted that 32% respondents prefer fastrack watches for good quality, 31% respondents prefer fastrack watches for affordable price, 33% respondents prefer fastrack watches for fast delivery, 24% respondents prefer fastrack watches for standard, 7% respondents prefer fastrack watches for other reasons.

INFERENCE

Majority 33% respondents prefer fastrack watches for fast delivery.

Table 4.1.8 How much you can spend for Fastrack watches

Particulars	No. of respondents	Percentage
Below 500	6	5%
500-1000	19	15%
1000-1500	42	34%
1500-2000	28	23%
Above 2000	28	23%

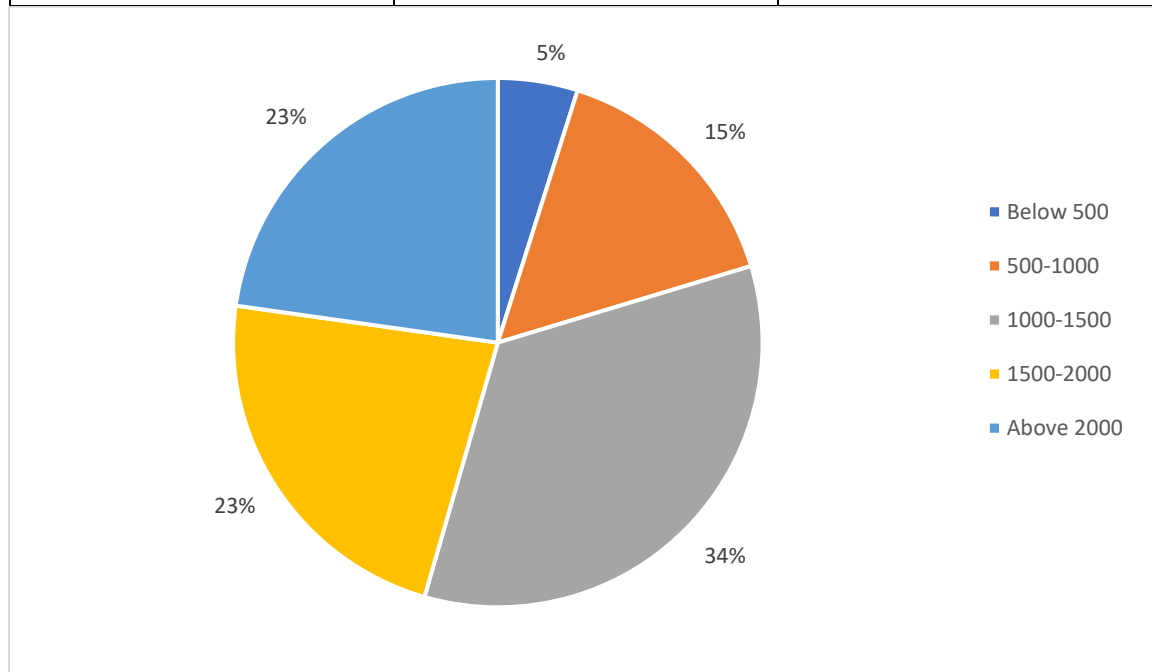


Chart 4.1.8 How much you can spend for Fastrack watches

INTERPRETATION

From the above table it is interpreted that 5% respondents spends below 500, 15% respondents spends between 500-1000, 34% respondents spends between 1000-1500, 23% respondents spends between 1500-2000, 23% respondents spends above 2000.

INFERENCE

Majority 34% respondents spends between 1000-1500 for Fastrack watches.

Table 4.1.9 Preference of strips

Particulars	No. of respondents	Percentage
Metal	29	23%
Leather	60	49%
both	34	28%

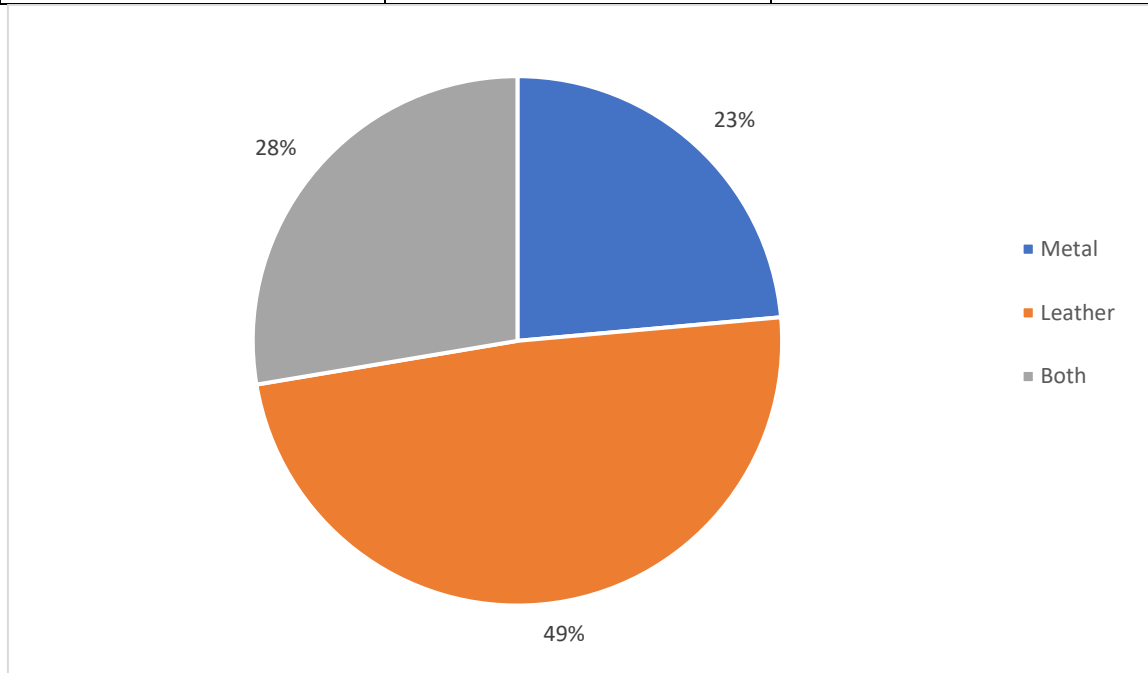


Chart 4.1.9 Preference of strips

INTERPRETATION

From the above table it is interpreted that 23% respondents prefer metal strips, 49% respondents prefer leather strips, 28% respondents prefer both strips.

INFERENCE

Majority 49% respondents prefer leather strips.

Table 4.1.10 Ratings for customer service of Fastrack watches

Particulars	No. of respondents	Percentage
Highly unsatisfied	1	1%
Unsatisfied	2	2%
Neutral	11	9%
Satisfied	52	42%
Highly satisfied	57	46%

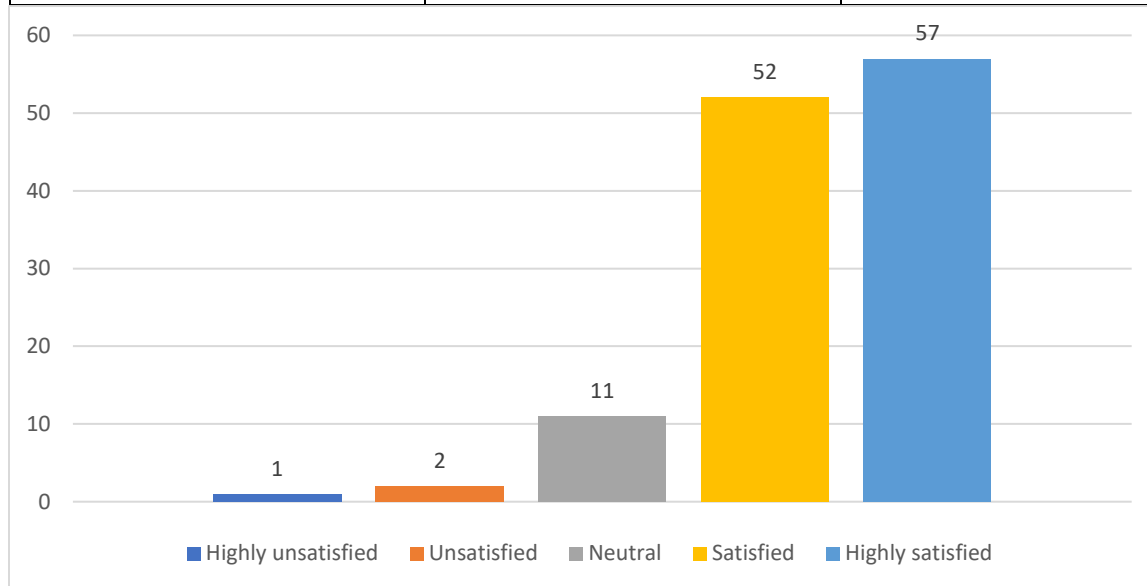


Chart 4.1.10 Ratings for customer service of Fastrack watches

INTERPRETATION

From the above table it is interpreted that 1% respondents were highly unsatisfied by the customer service of Fastrack watches, 2% respondents were unsatisfied by the customer service of Fastrack watches, 9% respondents were neutral by the customer service of Fastrack watches, 42% respondents were satisfied by the customer service of Fastrack watches, 46% respondents were highly satisfied by the customer service of Fastrack watches.

INFERENCE

Majority 46% respondents were highly satisfied by the customer service of Fastrack watches.

Table 4.1.11 Satisfaction level for return policy of Fastrack watches

Particulars	No. of respondents	Percentage
Highly unsatisfied	0	0%
Unsatisfied	5	4%
Neutral	13	11%
Satisfied	37	30%
Highly satisfied	68	55%

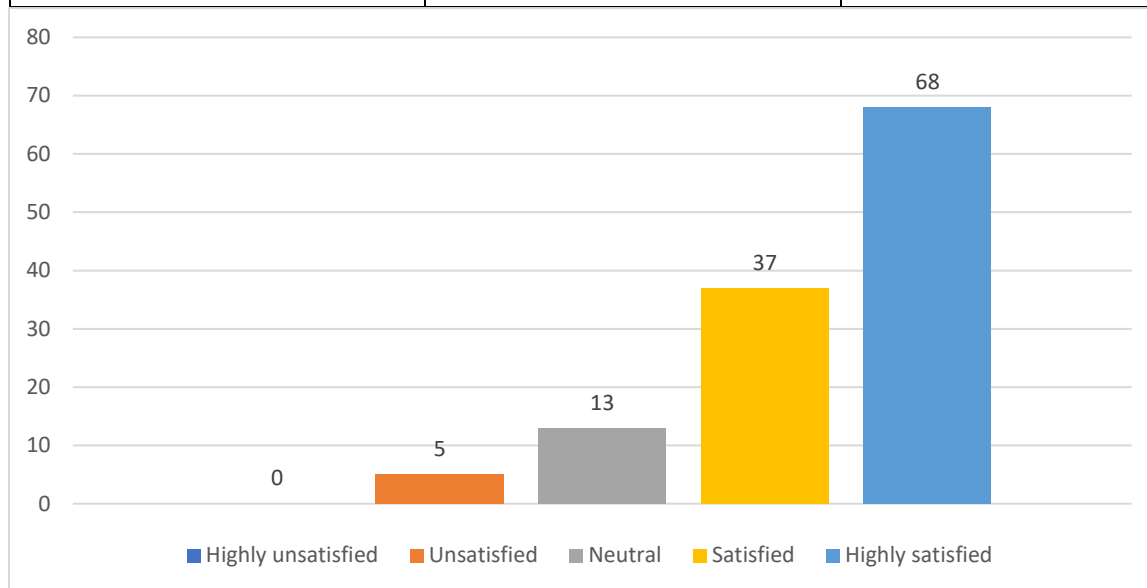


Chart 4.1.11 Satisfaction level for return policy of Fastrack watches

INTERPRETATION

From the above table it is interpreted that 0% respondents were highly unsatisfied by the return policy of Fastrack watches, 4% respondents were unsatisfied by the return policy of Fastrack watches, 11% respondents were neutral by the return policy of Fastrack watches, 30% respondents were satisfied by the return policy of Fastrack watches, 55% respondents were highly satisfied by the return policy of Fastrack watches.

INFERENCE

Majority 55% respondents were highly satisfied by the return policy of Fastrack watches.

Table 4.1.12 Satisfaction level for delivery system of Fastrack watches

Particulars	No. of respondents	Percentage
Highly unsatisfied	0	0%
Unsatisfied	1	1%
Neutral	12	10%
Satisfied	50	41%
Highly satisfied	60	48%

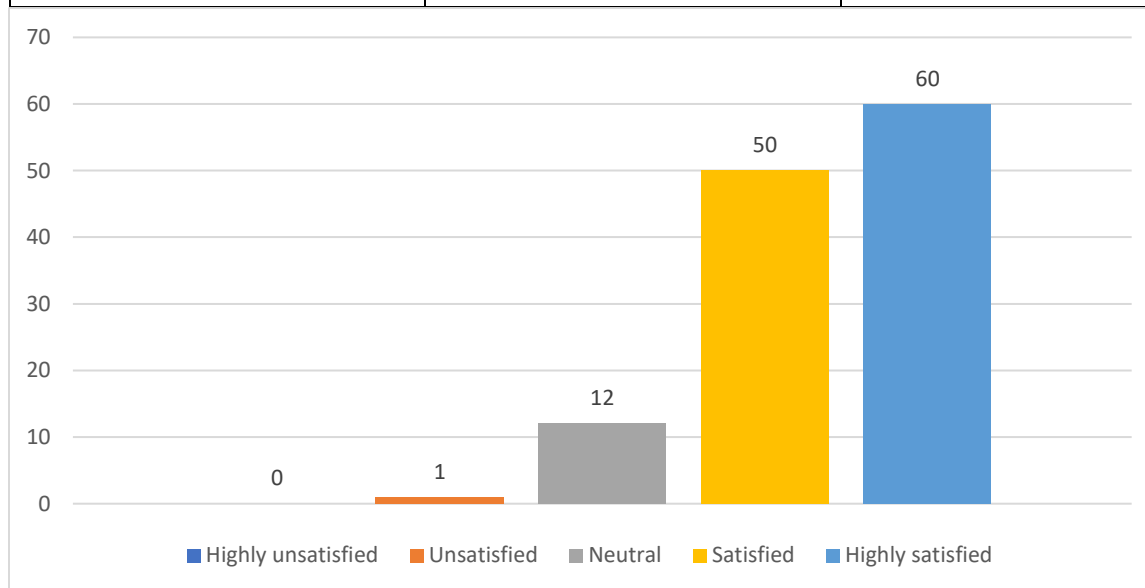


Chart 4.1.12 Satisfaction level for delivery system of Fastrack watches

INTERPRETATION

From the above table it is interpreted that 0% respondents were highly unsatisfied by the delivery system of Fastrack watches, 1% respondents were unsatisfied by the delivery system of Fastrack watches, 10% respondents were neutral by the delivery system of Fastrack watches, 41% respondents were satisfied by the delivery system of Fastrack watches, 48% respondents were highly satisfied by the delivery system of Fastrack watches.

INFERENCE

Majority 48% respondents were highly satisfied by the delivery system of Fastrack watches.

Table 4.1.13 Is the Fastrack watches worth for its price

Particulars	No. of respondents	Percentage
Yes	56	45%
No	23	19%
May be	44	36%

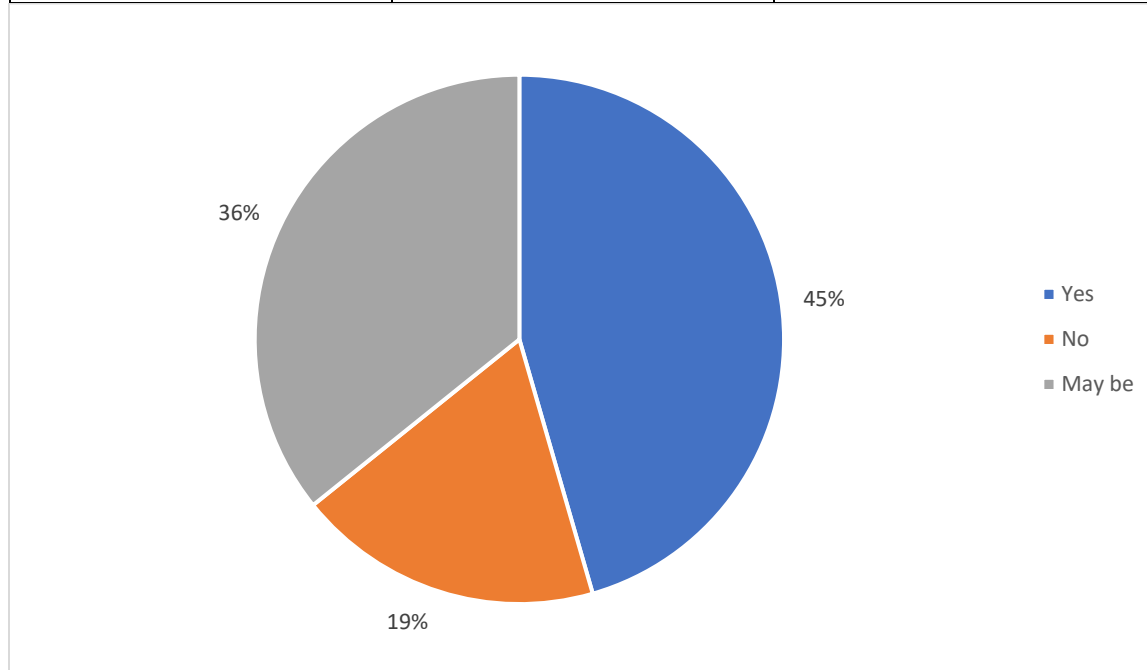


Chart 4.1.13 Is the Fastrack watches worth for its price

INTERPRETATION

From the above table it is interpreted that 45% respondents says that Fastrack watches are worth for its price, 19% respondents says that Fastrack watches are not worth for its price, 36% respondents says that Fastrack watches may be worth for its price.

INFERENCE

Majority 45% respondents says that Fastrack watches are worth for its price.

Table 4.1.14 Satisfaction level for design of Fastrack watches

Particulars	No. of respondents	Percentage
Highly unsatisfied	0	0%
Unsatisfied	2	2%
Neutral	4	3%
Satisfied	44	36%
Highly satisfied	73	59%

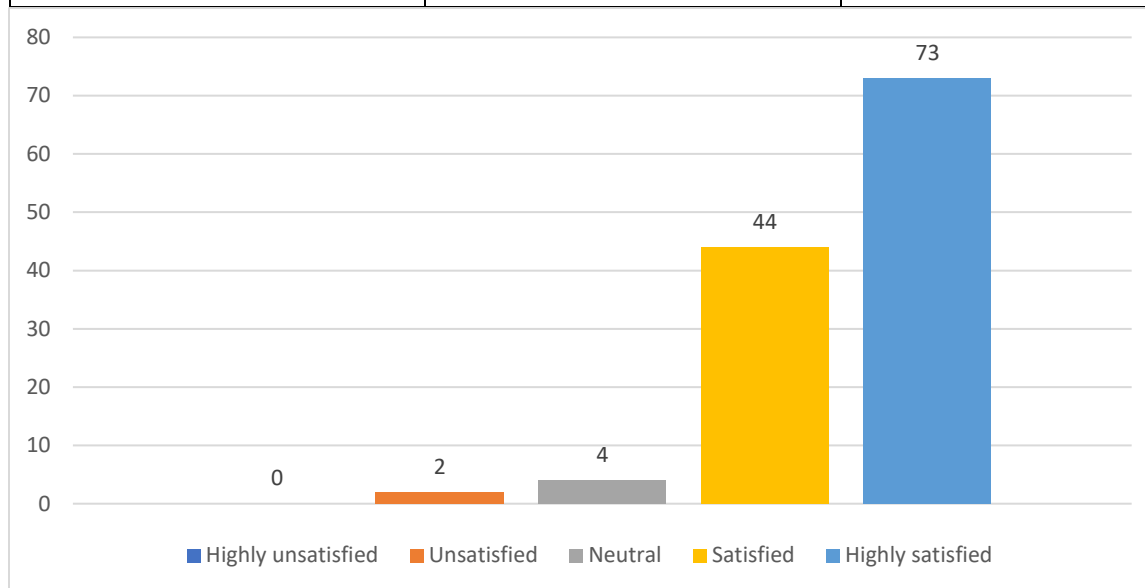


Chart 4.1.14 Satisfaction level for design of Fastrack watches

INTERPRETATION

From the above table it is interpreted that 0% respondents were highly unsatisfied by the design of Fastrack watches, 2% respondents were unsatisfied by the design of Fastrack watches, 3% respondents were neutral by the design of Fastrack watches, 36% respondents were satisfied by the design of Fastrack watches, 59% respondents were highly satisfied by the design of Fastrack watches.

INFERENCE

Majority 59% respondents were highly satisfied by the design of Fastrack watches.

Table 4.1.15 Satisfaction level for Fastrack couple watches

Particulars	No. of respondents	Percentage
Highly unsatisfied	0	0%
Unsatisfied	2	2%
Neutral	10	8%
Satisfied	37	30%
Highly satisfied	74	60%

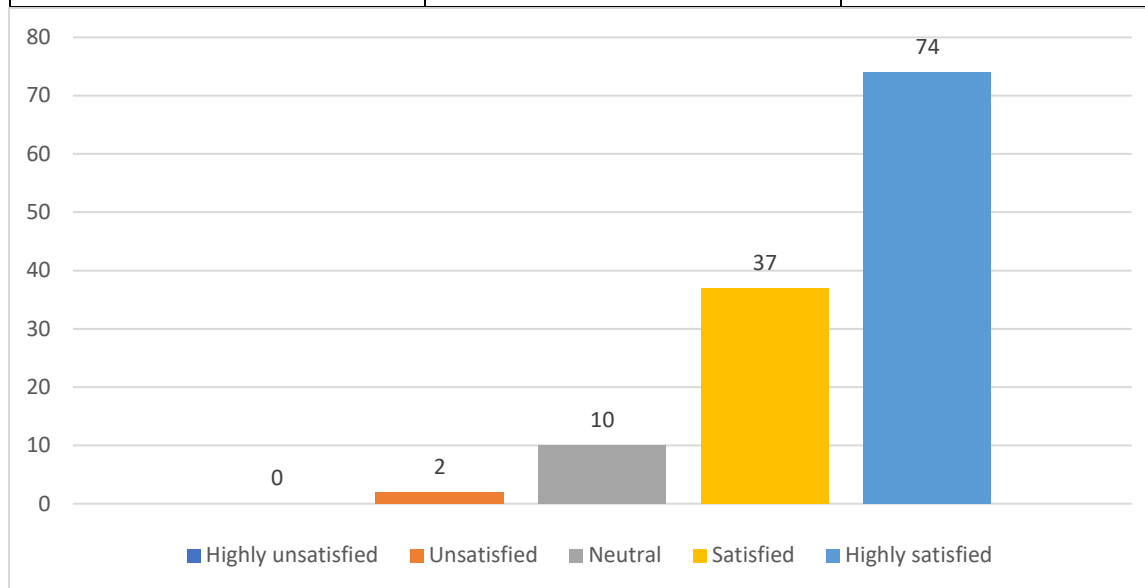


Chart 4.1.15 Satisfaction level for Fastrack couple watches

INTERPRETATION

From the above table it is interpreted that 0% respondents were highly unsatisfied by the Fastrack couple watches, 2% respondents were unsatisfied by the Fastrack couple watches, 8% respondents were neutral by the Fastrack couple watches, 30% respondents were satisfied by the Fastrack couple watches, 60% respondents were highly satisfied by the Fastrack couple watches.

INFERENCE

Majority 60% respondents were highly satisfied by the Fastrack couple watches.

Table 4.1.16 Overall satisfaction for Fastrack brand

Particulars	No. of respondents	Percentage
Highly unsatisfied	0	0%
Unsatisfied	0	0%
Neutral	15	12%
Satisfied	39	32%
Highly satisfied	69	56%

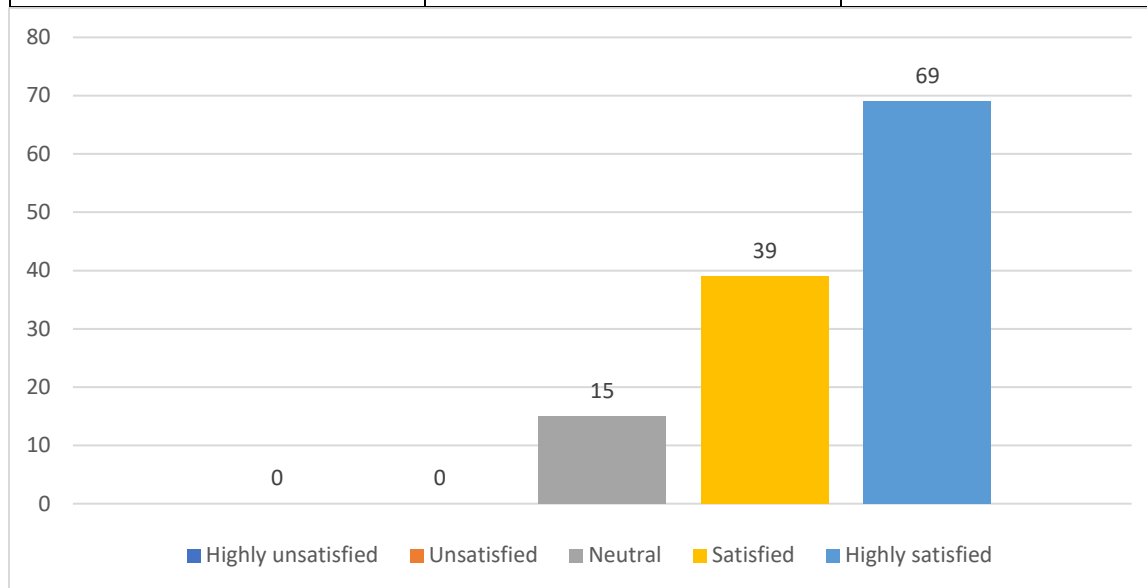


Chart 4.1.16 Overall satisfaction for Fastrack brand

INTERPRETATION

From the above table it is interpreted that 0% respondents were highly unsatisfied by the Fastrack brand, 0% respondents were unsatisfied by the Fastrack brand, 12% respondents were neutral by the Fastrack brand, 32% respondents were satisfied by the Fastrack brand, 56% respondents were highly satisfied by the Fastrack brand.

INFERENCE

Majority 56% respondents were highly satisfied by the Fastrack brand.

4.2 ONE-WAY ANOVA TEST

Null hypothesis(H0): There is no significance difference between price worth and overall satisfaction of Fastrack watches.

Alternate hypothesis(H1) : There is a significance difference between price worth and overall satisfaction of Fastrack watches.

DESCRIPTIVES								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Highly satisfied	62	2.033	0.182	0.023	1.986	2.081	2.00	3.00
Satisfied	39	2.193	0.476	0.050	2.092	2.294	2.00	4.00
Neutral	15	2.620	0.490	0.069	2.480	2.759	2.00	3.00
Unsatisfied	4	2.500	1.000	0.500	0.908	4.091	2.00	4.00
Highly unsatisfied	3							
Total	106	2.258	0.482	0.034	2.191	2.325	2.00	4.00

ANOVA					
Overall satisfaction*price worth					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.119	3	3.373	18.241	0.043
Within Groups	36.428	197	0.185		
Total	46.547	200			

INFERENCE

Since p value 0.043 is less than 0.05, null hypothesis is rejected and alternate hypothesis is accepted. Hence, There is a significance difference between price worth and overall satisfaction of Fastrack watches.

4.3 CHI-SQUARE TEST

Null hypothesis(H0): There is no significant association between marital status and their satisfaction towards couple watches.

Alternate hypothesis(H1): There is a significant association between marital status and their satisfaction towards couple watches.

Marital status*satisfaction towards couple watches								
Crosstabulation								
	Satisfaction of couple watches							Total
			1	2	3	4	5	
Marital status	Married	Count	1	4	6	39	25	77
		Expected Count	1.0	4.0	6.0	37.5	19.9	77.0
	Unmarried	Count	7	8	11	24	14	52
		Expected Count	7.2	8.0	11.3	25.4	13.5	52.0
	Total	Count	8	12	17	98	52	201
		Expected Count	8.0	12.0	17.0	98.0	52.0	201.0

Chi-Square Tests			
	<i>Value</i>	<i>df</i>	<i>Asymptotic Significance (2-sided)</i>
<i>Pearson Chi-Square</i>	14.110^a	9	0.118
<i>Likelihood Ratio</i>	14.955	9	0.092
<i>Linear-by-Linear Association</i>	10.876	1	0.001
<i>N of Valid Cases</i>	201		

4 cells (25.0%) have expected count less than 5. The minimum expected count is 52.

INFERENCE

Since p value 0.118 is greater than 0.05, Null hypothesis is accepted. Hence, There is no significant association between marital status and their satisfaction towards couple watches.

CHAPTER 5

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS

- ❖ Majority 59% respondents were between 18-25.
- Majority 69% of respondents were male.
- Majority 58% respondents were unmarried.
- Majority 35% respondents tells through Social media they know about Fastrack.
- Majority 46% respondents were using it for less than 1 year.
- Majority 44% respondents buys Fastrack watches for features.
- Majority 33% respondents prefer fastrack watches for fast delivery.
- Majority 34% respondents spends between 1000-1500 for Fastrack watches.
- Majority 49% respondents prefer leather strips.
- Majority 46% respondents were highly satisfied by the customer service of Fastrack watches.
- Majority 55% respondents were highly satisfied by the return policy of Fastrack watches.
- Majority 48% respondents were highly satisfied by the delivery system of Fastrack watches.
- Majority 45% respondents says that Fastrack watches are worth for its price.
- Majority 59% respondents were highly satisfied by the design of Fastrack watches.
- Majority 60% respondents were highly satisfied by the Fastrack couple watches.
- Majority 56% respondents were highly satisfied by the Fastrack brand.

5.2 SUGGESTIONS

- Most of the respondents are satisfied with the FASTRACK product with their wide range of products, quality, price in an effective way .
- Customer of Fastrack watches is well known about the product range provided by the brand.
- Regarding the TV commercials the company should accept sponsorship for the sports. This will help in reachability of product in remote areas also. The circulation of the product and sales will be improved.
- The respondents are interested in the premium products of Fastrack product.
- Making innovation and innovative ,market friendly products can bring more profits and customer satisfaction.
- Strong competitor and available of subtle products in wide range is big deal .
- In order to improve its sales, ad promotion should be taken care, excellent customer care should be provided and also it should reduce its service time.
- There is so much percentage of customer are dissatisfied with general behavior of customer service personnel, so they should be given proper training to improve the quality of service
- For common doubts & queries suitable recordings can be made. Queries & recommendations can be uploaded in website of Fastrack.

5.3 CONCLUSION

On the growing influence of globalization on the Indian watch industry, a number of global manufacturers are coming into the Indian watch industry. In such a dynamic environment Fastrack need to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Fastrack needs to take serious efforts to make itself competitive and stable in the dynamic market situation by focusing on the service quality aspects. Most of the consumers prefer Fastrack watches due to its strong brand image, and the main factor forcing the customers to buy Fastrack watch is advertisements through the print and electronic media. Thus from the study of Fastrack it can be understood that being so large and so extensive in brands it has allocated equal importance to each of its product and services. Moreover being so evident in each of its segment which is widely used by Indian as well as world wide customers; FASTRACK is not only focusing on major brands but also on those brands which are not performing well and new products are brought into market by viewing the importance of Innovation in this changing environment. As bees are treated as social insects, committed to prioritizing the colony's needs and working together. Such team work and a passionate commitment to achieve a shared goal is what helps Fastrack(TITAN) create milestones.

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BIBLIOGRAPHY(QUESTIONNAIRES)

1. Name -

2. Age

- ☐ Below 18
- ☐ 18-25
- ☐ 35-45
- ☐ Above 45

3. Gender

- ☐ Female
- ☐ Male

4. Marital status

- ☐ Married
- ☐ Unmarried

5. Educational qualification

- ☐ 10th
- ☐ 12th
- ☐ Ug
- ☐ Pg

6. How do you know about Fastrack

- ☐ Newspaper
- ☐ Tv ad
- ☐ Friends or family
- ☐ Social media
- ☐ Others

7. How long you were using Fastrack watches

- One month
- Less than 1 year
- 1-5 years
- More than 5 years

8. For which purpose do you buy Fastrack watches

- Brand reputation
- Features
- Others

9. What is the main reason for preferring Fastrack

- Good quality
- Affordable price
- Fast delivery
- Standard
- Other

10. How much you can spend for Fastrack watches

- Below 500
- 500-1000
- 1000-1500
- 1500-2000
- Above 2000

11. What kind of strips do you prefer for your watch

- Metal
- Leather
- Both

12. Your rating for customer service of Fastrack

Highly unsatisfied ●—●—●—●—● Highly satisfied

13. How is the return policy of Fastrack

Highly unsatisfied ●—●—●—●—● Highly satisfied

14. How is the delivery system of Fastrack

Highly unsatisfied ●—●—●—●—● Highly satisfied

15. Is the Fastrack watches worth for its price

- ☐ Yes
- ☐ No
- ☐ May be

16. Your satisfaction level for the design of the Fastrack watches

Highly unsatisfied ●—●—●—●—● Highly satisfied

17. Your satisfaction level for Fastrack couple watches

Highly unsatisfied ●—●—●—●—● Highly satisfied

18. Your overall satisfaction level for Fastrack brand

Highly unsatisfied ●—●—●—●—● Highly satisfied