

A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

VISHAL T
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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**

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of VISHAL T 39410237 who have done the Project work entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES**” under my supervision from January 2021 to March 2021.

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I **VISHAL T (39410237)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES**” done by me under the guidance of **Dr. N KUMAR MA, MPhil, PhD, MBA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

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

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

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

Customer satisfaction 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.

Another timely issue was the vulnerability of the glass crystal when worn during combat. This was addressed by utilizing pierced metal covers frequently called shrapnel guards. These were basically metal grills (often made from silver), placed over the dial of the watch thereby protecting the glass from damage while still allowing the time to be easily read. A less common solution was the utilization of leather covers, snapped into place over the watch. While they did offer protection from damage, they were cumbersome to use, and thus were primarily seen within the extreme climates of Australia and Africa. Over subsequent decade, watch companies slowly added additional models to their catalogues, and eventually, by the mid-1930s, they accounted for 65 percent of all watches exported by Switzerland. It was an uphill battle, but the wristwatch had finally arrived. They were now accurate, waterproof and, by 1931, perpetually self-winding, when Rolex introduced the Auto Rotor, a revolutionary design, which is employed to the present day by watch companies around the world.

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.

According to the report Global Watch Market 2017-2021, the global watch market is expected to grow at a CAGR of 7.87% during the period 2017-2021. Approximately an equivalent number is found during a different source, during a report, Global Watch Market - marketing research 2015-2019, where it's stated that the high

demand for Swiss luxury watches is boosting sales and the market is expected to reach CAGR of more than 7.6% during the 2015-2019 period. Manufacturers also are entering the e-commerce segment by fixing their own e-boutiques. Online sales of watches have witnessed considerable growth and therefore the trend is predicted to continue during the forecasted period.

According to “Wrist Watch Industry Statistics”, the gathered data from relevant sources (Federation of Swiss Watch Industry (FH), Convention Patronale, Bank Vontobel, Contrôle Officiel Suisse des Chronometers (Official Swiss Chronometer Testing Institute, or COSC) and Interbrand) presents some important statistics about the Watch Industry. There are 1.200.000.000 watches sold worldwide, of which 29.200.000 are Swiss Watches. Switzerland has 54% of the watch market share. The average cost of a timepiece in Switzerland for the year 2016 was \$739. In one fiscal year, the number of watches produced in China was 663.000.000 and 354.000.00 in Hong Kong.

The Swiss Watch Industry has been facing some difficulties since 2015, because it was stated within the Deloitte Swiss Watch Industry Study 2016. The export of watches plummeted within the half of 2016 to rock bottom level, since 2011.

According to Forbes’s article from January to July 2016, Swiss watch exports declined by 27% in Hong Kong, by 17% in France, and 10% within the US, a reasonably mature market for luxury watches. In Canada and a few Middle East markets, sales have increased. In addition to the present information, Forbes published a piece of writing to elucidate which factors have influenced the decline within the luxury watches sales: the strong Swiss franc, China’s crackdown on luxury gift-giving, tumbling oil prices, currency turbulence in Russia, uncertainty related to the U.S. election or terror attacks in France, where tourism has slumped. In Europe, sales have only increased within the UK, particularly following the Brexit vote, which weakened the pound and thus lowering the worth of luxury watches.

A research conducted by the Federation of Swiss Watch Industry FH, “The Swiss and World Watch making Industries in 2016” states that China has remained far and away the most important exporter in 2016. It exported 652.0 million wrist watches, 4.5% fewer than in 2015, while Hong Kong suffered a substantial decline in watch exports. In all, 241.1 million timepieces left the Special Administrative Region last

year, in other words, 12.9% fewer than in 2015. As their value followed a comparable trend, the average price was held at \$24. Switzerland is ranked third with 25.4 million watches exported. This result was 9.8% lower than in 2015. The average export price also fell from \$748 to \$708.

According to Statistic Brain globally, the most important buyers of watches were the consumers in Hong Kong, USA, China, France, and Germany. The market share percentage of each country varies from 20.4% (Hong Kong) to 5.6% (Germany).

In the report, Global Watch marketing research 2015 - 2019 for the Asia-Pacific region, in terms of geographical segmentation, APAC accounted for the most important share of the market. The number of High-Net-worth Individuals (HNWIs), rapidly expanding upper bourgeoisie, increasing interest of consumers in luxury products, an outsized portfolio of products, innovations, and new product launches are all expected to fuel the expansion of the market in APAC during the forecasted period. This region is expected to experience growth and to continue its strong position in the global watches market, accounting for a 48.66% share in 2019.

The article Luxury watch industry hopes worst is behind it, at last, found on the Financial Times's website, supports the claim that the watch market and sales are growing in the Asia-Pacific region, where sales went up by 10%, thanks largely to the "strong performances" in mainland China and Korea.

According to the last sources, speaking of the Asia – Pacific region, Hong Kong, China in 2017 saw a recovery with current value growth of 2%, compared to the decline of 7% in 2016. In the forecasted period, watches are expected to post a value CAGR of 2% at constant 2017 prices to reach a retail sales value of \$3, 45 billion in 2022. Europe and North America are expected to experience slow growth within the future.

The North America Smart Watches market – By Type report reveals that North America is one among the leaders within the smart watches market with the most important number of sales. This explains that N.A.'s leadership position may be a result of the massive influx of smartphones within the population and also the increased purchasing power of the consumers.

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.

On the opposite hand, a search from Euromonitor International stated that Russia in 2016 faced a difficult situation, despite avid signs of recovery. In 2017, retail volume sales declined by 5%, only to fall under 3.1 million units. Watches are expected to see a 1% retail volume CAGR over the following period of time. Nevertheless, because the economic situation improves, sales volumes are predicted to start out rebounding from 2019/2020 onwards. Another research from Europa Star in 2013 stated that Moscow, with around 30 importers is that the major centre within the watch business, followed by Saint Petersburg with just two companies. There is additional dozen approximately wholesalers, a number of which can also act as importers. Since Soviet times, Russia had its own watch industry, which supplied quality mechanical watches with domestically produced movements. In those times, the imported watch sector was almost insignificant and it mostly consisted of mechanical Citizen, Seiko and Orient watches.

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.

1.4 COMPANY PROFILE

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

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

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

PRODUCTS

WATCHES

The watches division comprises brands Titan, Sonata, Raga, Octane and Xyllys. In 2011, the company secured, licence for marketing & distribution of Tommy Hilfiger and Hugo Boss watches. Favre Leube was incorporated in 2012. In 2018, the division accounted for ₹2,126 Cr in revenue which was 10% of the total of the company.

EYEWEAR

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

JEWELLERY

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

PERFUME

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

BRAND INTRODUCTION

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.

1.5 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.

1.6 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.

1.7 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.

1.8 LIMITATION OF STUDY:

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

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of literature

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

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

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

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

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

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

6. Ngo & Pavelková (2017) Customer satisfaction 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), Sz wajca (2018; 2016) and Ngo & Pavelková (2017) in banking, Hussain et al. (2015) in airline, Srivastava & Sharma (2013) in telecommunication and Saghier (2013) in hotel industry. Customer satisfaction portrays the quality of products or services provided to the customer in a positive manner, whereby the level of customer satisfaction enhanced along with an increased level of service quality (Bilan, 2013; Yeo et al., 2015). In other words, the more positive customers'perceived service quality, the better their satisfaction level with the service provider is likely to be.

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

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

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

10. **(Economic Times, 10 march 2012)** 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.

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

12. **(Times's magazine, March 2001)** Extraordinarily innovative technology including a fresh sense of favour within the Titan watches became a moment rage especially with youths. within the Titan portfolio it's believed to contribute a forty-five value. Significant rise in Titan watches sales has subsequently compelled Titan to determine it as separate brand. quite a requirement, wristwatch has now become a fashion statement among the youth. They don 't considers the Titan brand as cheap but affordable. Titan has made a mark in television promotions, too, where its advertisements have been noticed for the music tracks utilized in them. In 1991, Titan created a set of three promotional films to develop the gifting 'market. Watches had always been an excellent gift favourite, but Titan was convinced that much of the segment 'potentially untapped.

13. **Joseph (2009)** Joseph, Labour Welfare in India, Journal of Workplace Behavioural Health, Volume 24 Issue 1&2, January 2009, pages 221-242. The article points out that the structure of a welfare state rests on its social security fabric. Government, employers and trade unions have done tons to market the betterment of workers' conditions.

14. **André Decoster (2010)**, André Decoster, "Empirical Welfare Analysis in Random, [http://papers.ssrn.com/sol3/papers' abstract=1710486](http://papers.ssrn.com/sol3/papers'abstract=1710486). The aim of this paper is to apply recently proposed individual welfare measures in the context of random utility models of labour supply. Contrary to the standard practice of using reference preferences and wages, these measures preserve preference heterogeneity in the normative step of the analysis.

15. **Rick Csiernik Rick Csiernika January 2009**, Journal of Workplace Behavioural Health, Volume 24, Issue 1&2 January 2009, pages 147-164. This article explores labour welfare in Canada across three distinct periods of occupational assistance: welfare capitalism that began with the Industrial Revolution and persisted through the depression of the 1930s; occupational alcoholism programming that emerged during World War II and the typically unreported domestic labour strife of the 1940s,

lasting through the post-war economic boom into the 1960s; and the employee assistance programming era with the introduction of the broad-brush approach to workplace-based assistance that also witnessed organised labour in Canada provide fundamental supports to workers that were originally introduced by workplace owners during the welfare capitalism period, though now to benefit workers rather than to control.

16. **Karl Aiginger Karl Aiginger, (2005)** "Labour market reforms and economic growth –the European experience in the 1990s", Journal of Economic Studies, Vol. 32 Iss: 6, pp.540-573. The purpose of this paper is to reassess the relative impact of labour market regulation on economic performance. Inflexible labour markets combined with high welfare costs are often thought to be the main cause of low growth in Europe. The main result is that regulation impacts on growth, the impact of regulatory change is, however, less easy to demonstrate. The impact of macroeconomic policy can be demonstrated first by the more growth oriented monetary and fiscal policy in the US and the success of some European countries in bringing private and public costs in line with productivity and tax revenues. However, boosting investment into future growth by encouraging research, education and technology diffusion seems to be the most important determinant of performance.

17. **John Creedy, Guyonne Kalb 2005** Measuring Welfare Changes In Labour Supply Models, The Manchester School, Volume 73, Issue 6, pages 664–685, December 2005. The purpose of this paper is to reassess the relative impact of labour market regulation on economic performance. Inflexible labour markets combined with high welfare costs are often thought to be the main cause of low growth in Europe. The main result is that regulation impacts on growth, the impact of regulatory change is, however, less easy to demonstrate. The impact of macroeconomic policy can be demonstrated first by the more growth oriented monetary and fiscal policy in the US and the success of some European countries in bringing private and public costs in line with productivity and tax revenues. However,

boosting investment into future growth by encouraging research, education and technology diffusion seems to be the most important determinant of performance.

18. **(Kristensen et al. 2001).** CSI National customer satisfaction index model includes a structural equation with estimated parameters of hidden categories and category relationships. The CSI can clearly define the relationships between different categories and provide predictions. The basic CSI model is a structural equation model with latent variables which are calculated as weighted averages of their measurement variables, and the PLS estimation method calculates the weights and provide maximum predictive power of the ultimate dependent variable (Kristensen et al. 2001). Many scholars have identified the characteristics of the CSI (Karatepe et al. 2005; Malhotra et al. 1994).

19. **Temizer and Turkyilmaz 2012**TCSI model and service Quality Service quality is frequently used by both researchers and practitioners to evaluate customer satisfaction. It is generally accepted that customer satisfaction depends on the quality of the product or service offered (Anderson and Sullivan 1993). Numerous researchers have emphasized the importance of service quality perceptions and their relationship with customer satisfaction by applying the NCSI model (e.g., Ryzin et al. 2004; Hsu 2008; Yazdanpanah et al. 2013; Chiu et al. 2011; Temizer and Turkyilmaz 2012; Mutua et al. 2012; Dutta and Singh 2014). Ryzin et al. (2004) applied the ACSI to U.S. local government services and indicated that the perceived quality of public schools, police, road conditions, and subway service were the most salient drivers of satisfaction, but that the significance of each service varied among income, race, and geography.

20. **Hooley, T., Neary, S., Morris, M. and Mackay, S. (2015)** Customer satisfaction with career guidance: A review of the literature. London and Derby: SQW and International Centre for Guidance Studies, University of Derby.

20. **Mackay, S., Morris, M., Hooley, T. and Neary, S. (2015)** Maximising the Impact of Careers Services on Career Management Skills: A review of the literature. London and Derby: SQW and International Centre for Guidance Studies, University of Derby.

21. **Neary, S., Hooley, T., Morris, M. and Mackay, S. (2015)** The Impact of Career Guidance on Progression in Learning and Work: A review of the literature. London and Derby: SQW and International Centre for Guidance Studies, University of Derby.

22. **Hallam, R., Morris, M., Hooley, T., Neary, S. and Mackay, S. (2015)** The role of brokerage within career guidance: A review of the literature. London and Derby: SQW and International Centre for Guidance Studies, University of Derby.

23. **Meijkamp 2000** For more than a decade now, a range of studies that address environmentally sound consumer behaviour, e.g. car use, waste sorting, minimisation and recycling practices, have been conducted. However, few studies evaluated consumer acceptance of the PSS concept – a consumption based on non-ownership of physical products, see, for example, studies on car sharing schemes (Schrader 1999; Meijkamp 2000), ski rental and washing services (Hirschl, Konrad et al. 2001).

24. **Weizsäcker, Lovins et al. 1997** As a potential solution to the factor 10/20 vision system level improvements have to be made, contrary redesigning individual products or processes (Weterings and Opschoor 1992; Vergragt and Jansen 1993; von Weizsäcker, Lovins et al. 1997; Ryan 1998; Manzini 1999; Brezet, Bijma et al. 2001; Ehrenfeld and Brezet 2001)

25 **Bearden and Teelin 1983**.customer satisfaction emphasized that achieving high customer satisfaction co generate more new and repeat purchases and favourable word-of-mouth communication, which in turn will lead to higher revenue and profits (Tam, 2011). At early studies, researchers have also found a strong relationship between satisfaction and loyalty as shown by study by Bearden and Teelin 1983 (Andaleeb & Conway, 2006). Study by Szymanski and Henard in 2001 in their meta-analysis.

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 SAMPLING TECHNIQUE

I have used non probability sampling and convenience sampling technique.

3.3.1 NON-PROBABILITY SAMPLING

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

3.3.2 CONVENIENCE SAMPLING

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

3.4 SOURCE OF DATA

3.4.1 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.

3.4.2 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.

3.5 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.

3.6 SAMPLE SIZE:

The number of samples chosen was 150 Respondents.

3.7 PERIOD OF STUDY

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

3.8 TOOLS FOR ANNALYSIS

3.8.1 Percentage Method:

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

3.8.2 TESTING OF HYPOTHESIS:

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

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

3.8.3 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:

TABLE NO 4.1.1: AGE GROUP

SCALE	NO. OF RESPONDENTS	PERCENTAGE
BELOW 25	83	55
25-45	55	37
45-55	11	7
ABOVE 55	1	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table it was noted that Below 25 Years of age group constituted 55% of the total respondents, 25-45Years of age group constituted to 37% of the total respondents, 45-55 Years of age group constituted 7% of the total respondents, and Above 55 years and above age groups also constituted on 1% of the total respondents.

INFERENCE: Majority (55%) of the respondents are below 25 years

GRAPH NO 4.1.1: THE AGE GROUP

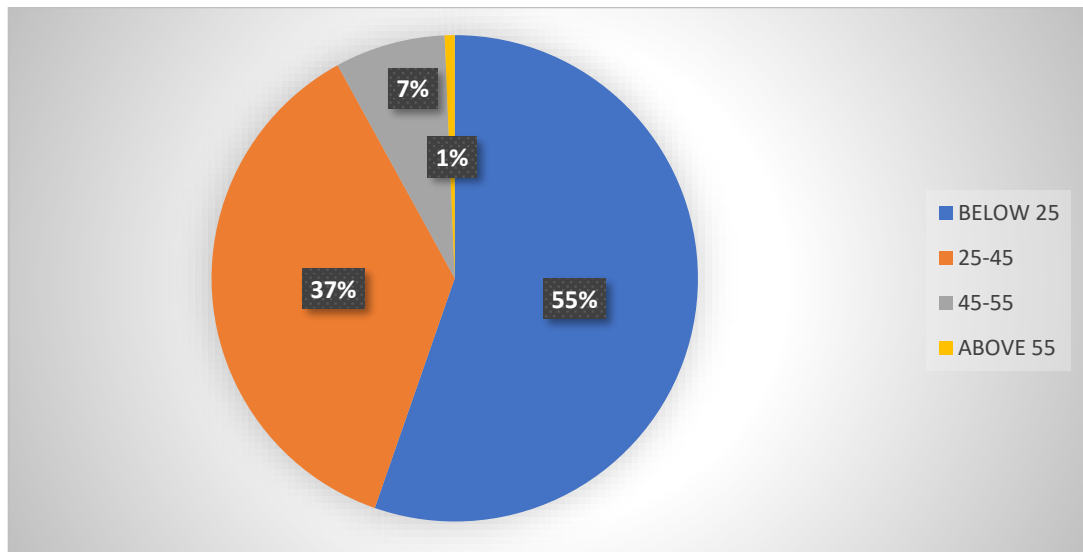


TABLE NO 4.1.2: GENDER PROFILE

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	103	69
FEMALE	47	31
TOTAL	150	100%

source: Primary data

INTERPRETATION:

From the above Table it was noted that 69% of the respondents fall in to the category of Male and 31% of the respondents fall into the category of Female.

INFERENCE: Majority (69%) of the respondents are Male.

GRAPH NO 4.1.2: GENDER PROFILE

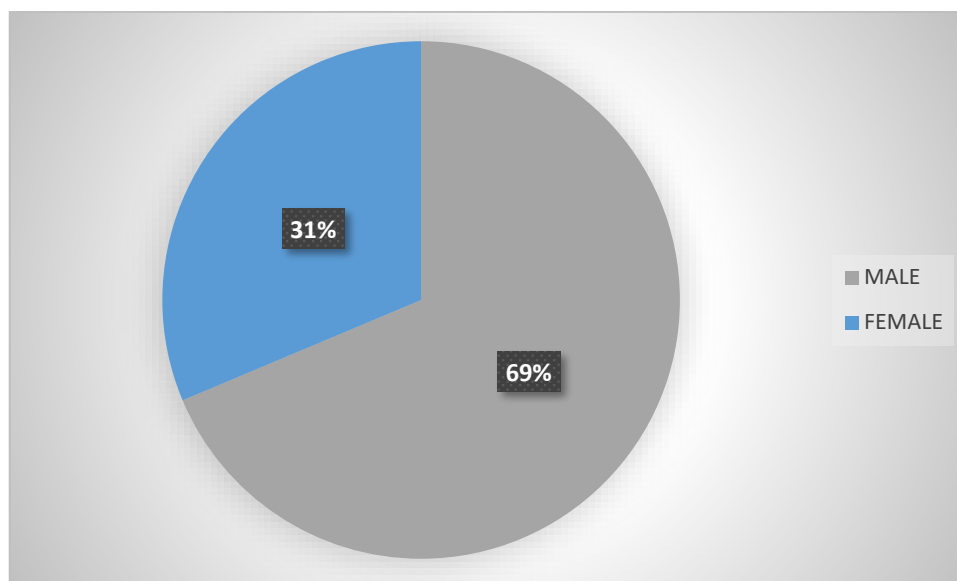


TABLE NO 4.1.3: OCCUPATION PROFILE

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
STUDENT	65	44
SALARIED EMPLOYEE	53	35
BUSINESS	23	15
AGRICULTURE	3	2
OTHERS	6	4
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the Table it was noted that 44% of the respondents fall in Student Category, 35% of the respondents fall in Salaried Employee, 15% of the respondents fall in Business, 2% of the respondents fall in Agriculture category and the remaining 4% fall in the category of Others.

INFERENCE: Majority (43.3%) of the respondents are students.

GRAPH NO 4.1.3: OCCUPATION PROFILE

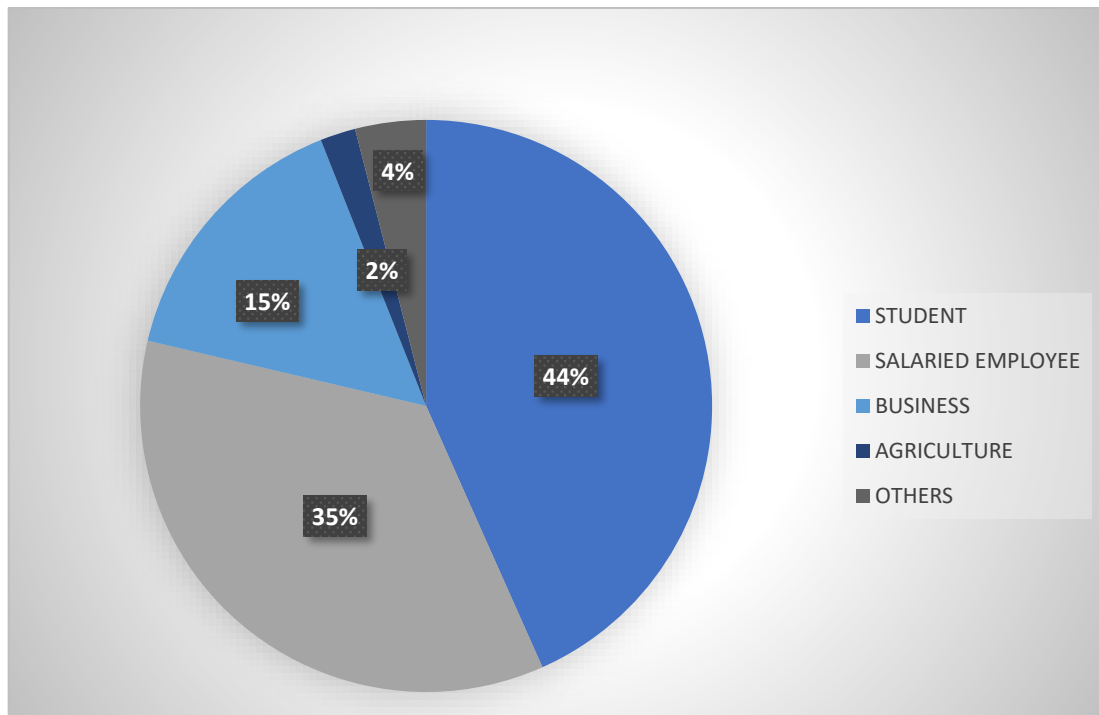


TABLE 4.1.4: MONTHLY INCOME

INCOME	NO OF RESPONDENT	PERCENTAGE
Below 10000	60	40
10000-25000	47	31
25000-35000	20	14
35000-50000	11	7
Above 50000	12	8
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table, 40% of the respondents have Below 10,000. 31% of the respondents have 10,000-20,000. The next level is between 25,000-35,000 per month is 14. 35,000-50,000 respondents have 7%. And the respondents above 50,000rs only 8%.

INFERENCE: Majority (40. %) of the respondents get monthly salary below 10000.

GRAPH NO 4.1.4: MONTHLY INCOME

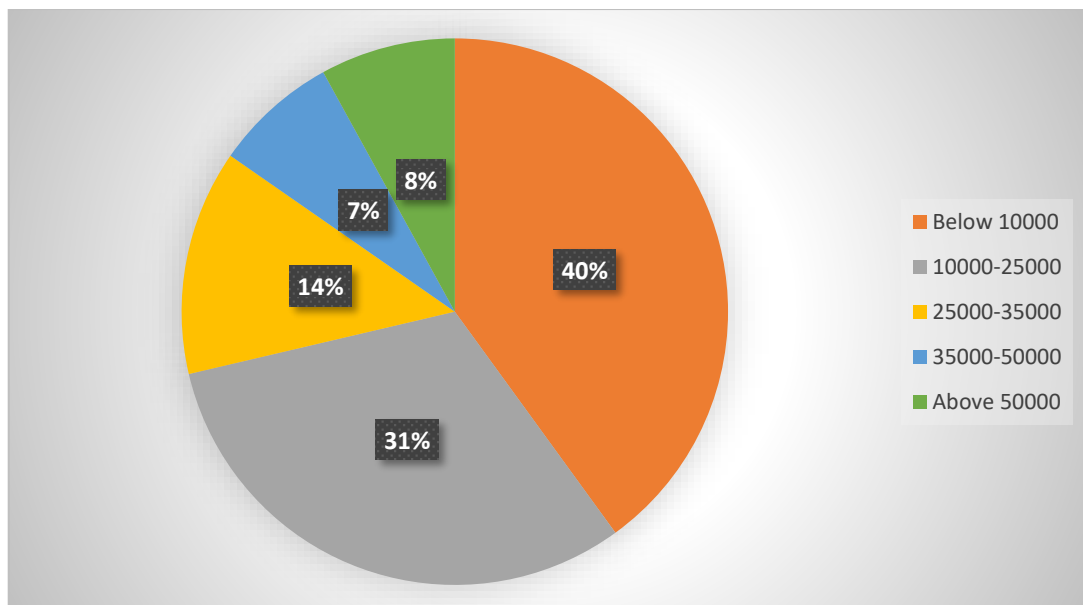


TABLE NO 4.1.5: WHO HAVE VISITED TITAN SHOWROOM

VISIT	NO. OF RESPONDENTS	PERCENTAGE
YES	113	75
NO	37	25
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Graph we can understand that 75% of respondents have visited Titan Showroom, and only 25% fall under who have not visited Titan Showroom ever.

INFERENCE: Majority (75) of the respondents are visited the Titan showroom.

GRAPH NO 4.1.5: WHO HAVE VISITED TITAN SHOWROOM

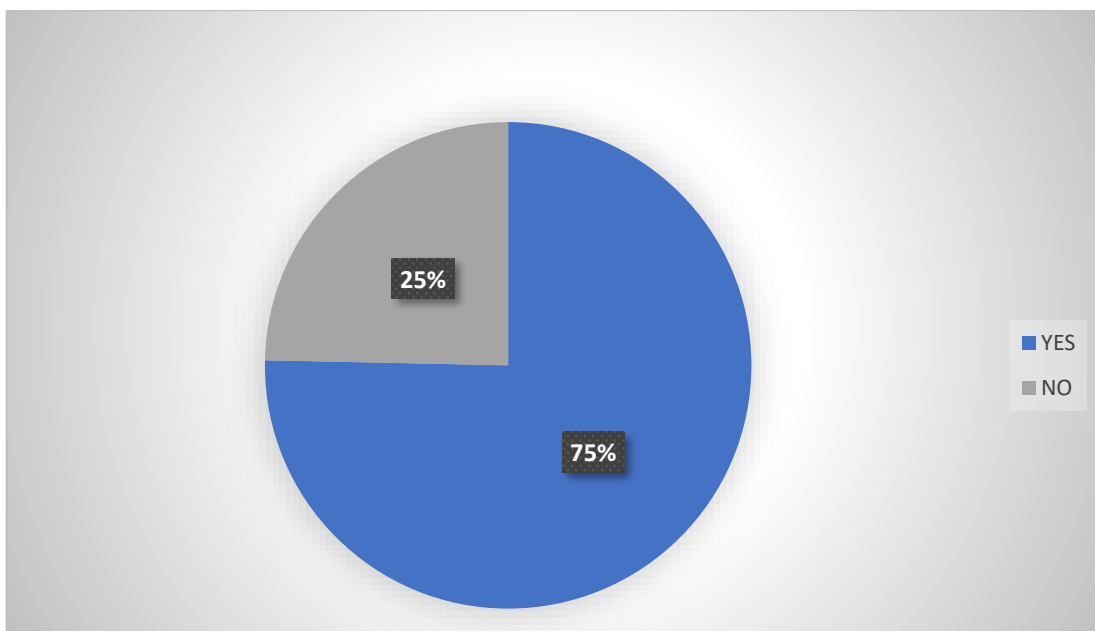


TABLE 4.1.6: REASON FOR SELECTING TITAN WATCH

REASON	NO OF RESPONDENTS	PERCENTAGE
BRAND VALUE	81	54
STYLE	38	25
PRESTIGE SYMBOL	18	12
OTHERS	13	9
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table we can understand that 54% people selected watch for Brand value. 25% respondents are for watch style. 12% respondents for their prestige symbol. And 9% fill the category of others.

INFERENCE: Majority (54%) of the respondents selecting watch for their Brand value.

GRAPH 4.1.6: REASON FOR SELECTING TITAN WATCH

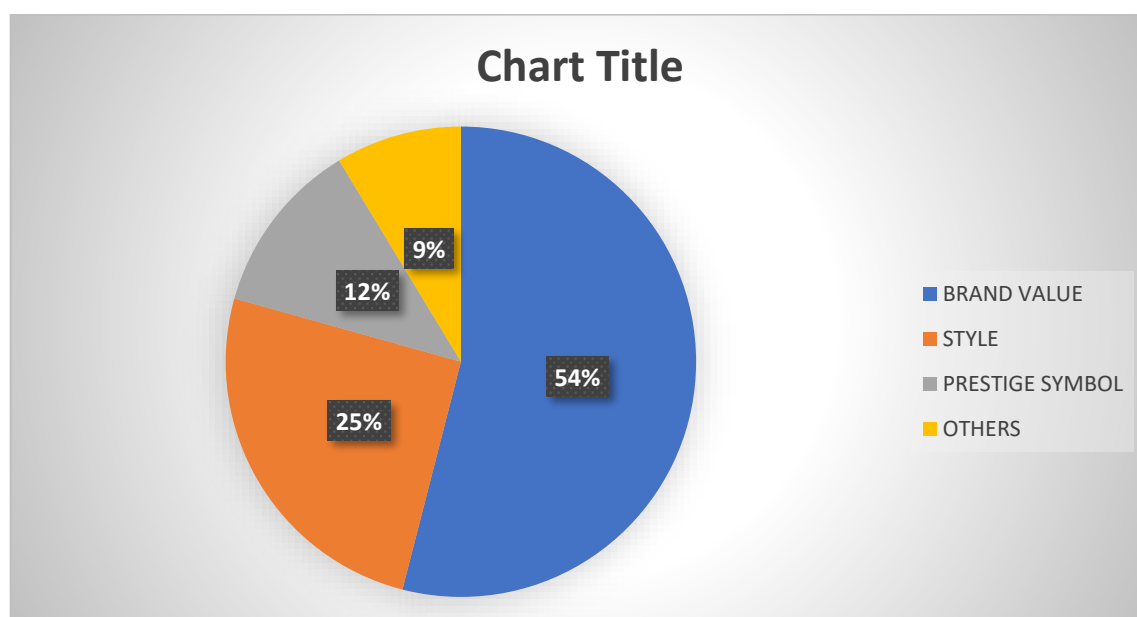


TABLE 4.1.7: THE SOURCES YOU CAME TO KNOW ABOUT THE BRAND VIA

SOURCE	NO OF RESPONDENTS	PERCENTAGE
Ads	54	36
Social network	45	30
Peers	34	6
Family	9	23
Newspaper ads	6	4
Others	2	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table it can be noted that 36% of the respondents come to know about the products of Titan Industries through Advertisements, 30% of the respondents come to know about the products of Titan Industries through Social network and Peers is 6%. 23% come to know about the products of Titan Industries through Family, and 4% come to know about the products of Titan Industries through Newspaper ads. And 1% fill the category of Others.

INFERENCE: Majority (36%) of the respondents are came to know about the watch from advertisement.

GRAPH 4.1.7: THE SOURCE THAT YOU CAME TO KNOW ABOUT THE BRAND VIA

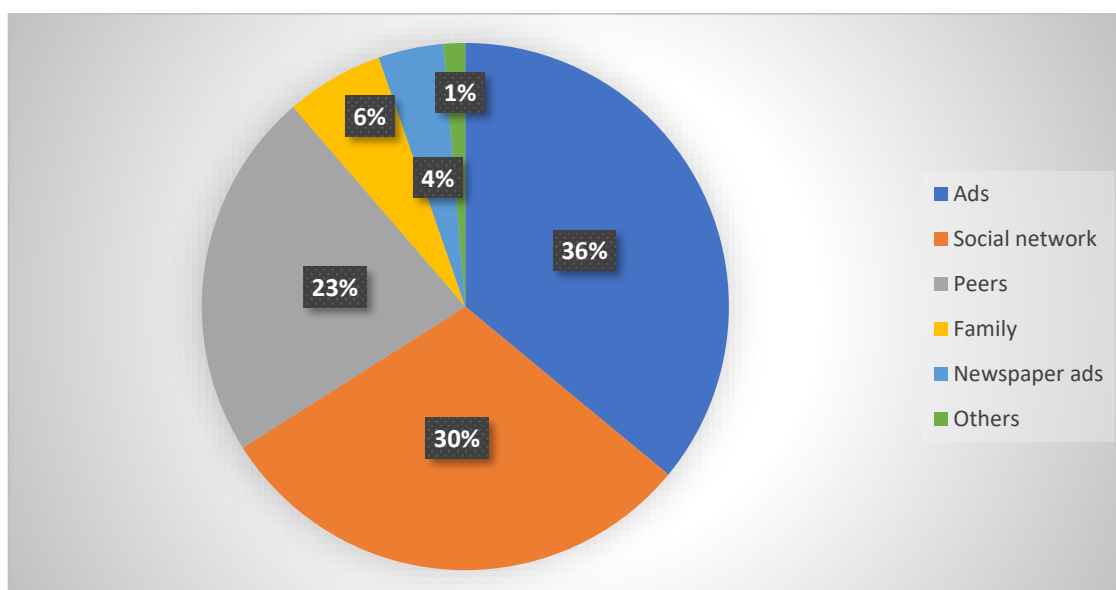


TABLE 4.1.8: HOW LONG HAVE YOU BE USING TITAN WATCH

YEAR	NO OF RESPONDENTS	PERCENTAGE
0- 6	104	69
6- 12	24	16
12- 18	11	8
Above 18	11	7
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table it was noted that 69% of respondents using watch for 0-6 year, 16% of the respondents using for 6-12, 8% of the total respondents using for 12-18, 7% of the total respondents using watch for more than 18 years

INFERENCE: Majority (69) of the respondents are ahs been using watch for 0-6 years.

GRAPH NO4.1.8: HOW LONG HAVE YOU USING TITAN WATCH

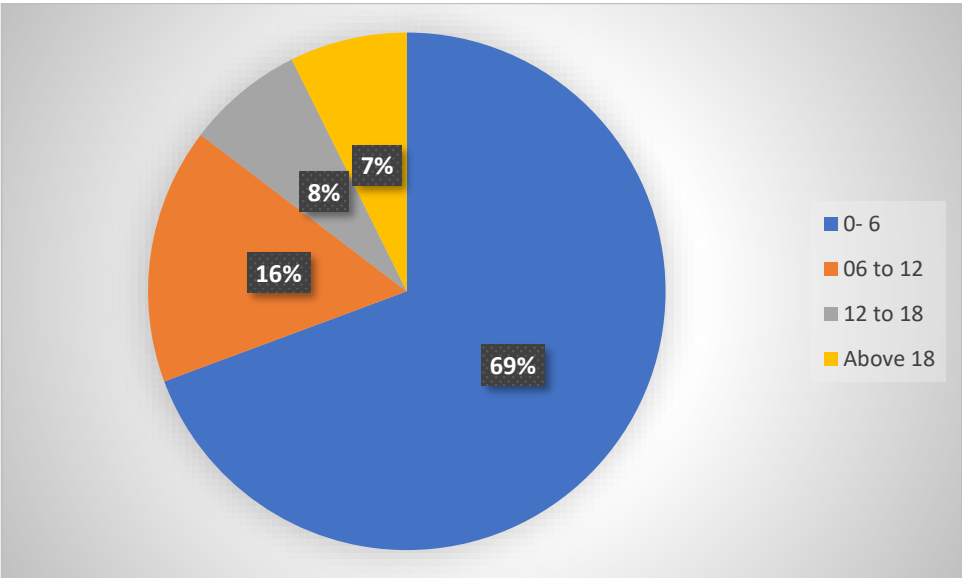


TABLE NO 4.1.9: HOW MANY TIMES YOU WENT TO REPAIR THE WATCH

VISIT	NO OF RESPONDENTS	PERCENTAGE
NEVER	60	40
ONE TIMES	54	36
THREE TIMES	21	14
MORETHAN THREE TIMES	15	10
TOTAL	150	100

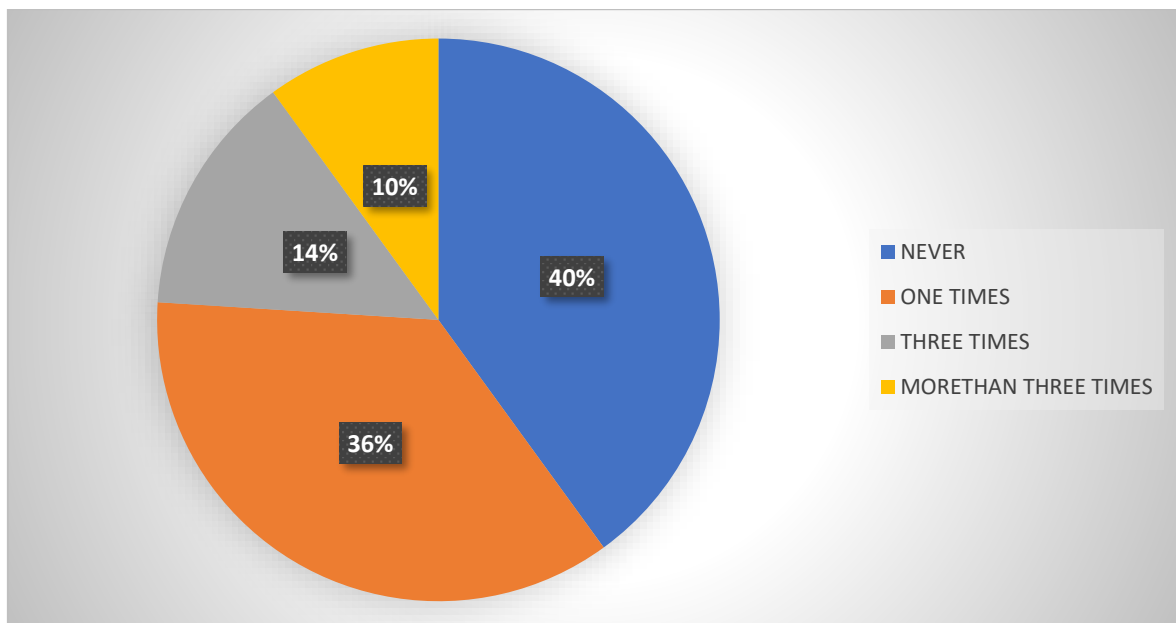
source: Primary data

INTERPRETATION:

From the above Table 40% of respondents are Never went to repair the watch, 36% went to repair watch for one time, and 14% of respondents visited three times, 10% of respondents went to repair the watch more than three times.

INFERENCE: Majority 40% of the respondents are Never going to repair the watch.

GRAPH NO 4.1.9: HOW MANY TIMES YOU WENT TO REPAIR THE WATCH



**TABLE NO 4.1.10: MOST RECENT CUSTOMER SERVICE EXPERIENCE
HOW DID YOU CONTACT REPRESENTATIVE**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
IN PERSON	63	42
BY PHONE	50	34
THROUGH DEALER/RETAILER	35	23
OTHERS	2	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

The above Table shows customer service experience 40% of respondents in person, 34% of respondents by phone, 23% by dealers and retailers, 1% respondents by others.

INFERENCE: Majority (40%) of the respondents are experience the customer service experience by in person.

**GRAPH NO 4.1.10 : RESENT CUSTOMER SERVICE EXPERIENCE AND HOW
DID YOU CONTACT THE REPRESENTATIVE**

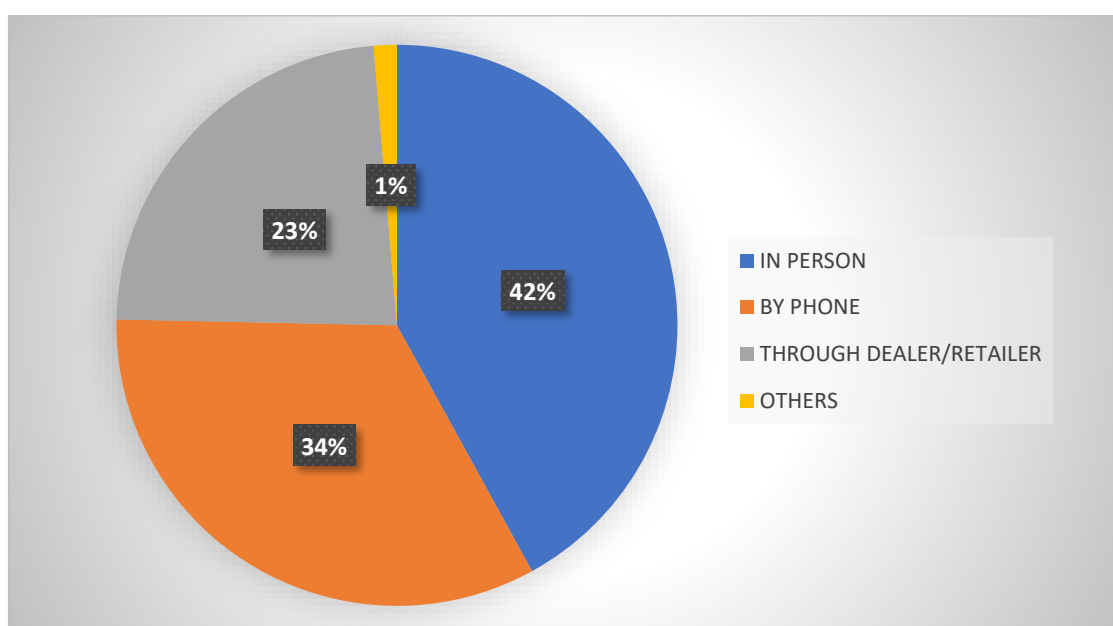


TABLE NO 4.1.11: HOW DID REPRESENTATIVE RESPONSE

RESPONE	NO OF RESPONDENTS	PERCENTAGE
Quickly identify the problem	78	52
Appear knowledgeable and competent	25	17
Help you understand the cause and solution to the problem	30	20
Handle issue with courtesy and professionalism	17	11
TOTAL	150	100

source: Primary data

INTERPRETATION:

The above Table represent that 52% of respondents says that representative response quickly identifies the problem, 17% of respondents appear knowledgeable and competent, 20% says that help you to understand the cause solution of the problem, 11 will handle issue with courtesy and professionalism.

INFERENCE: Majority (52%) of the respondents are says representative quickly identify the problem.

GRAPH NO 4.1.11: HOW DID REPRESENTATIVE RESPONSE

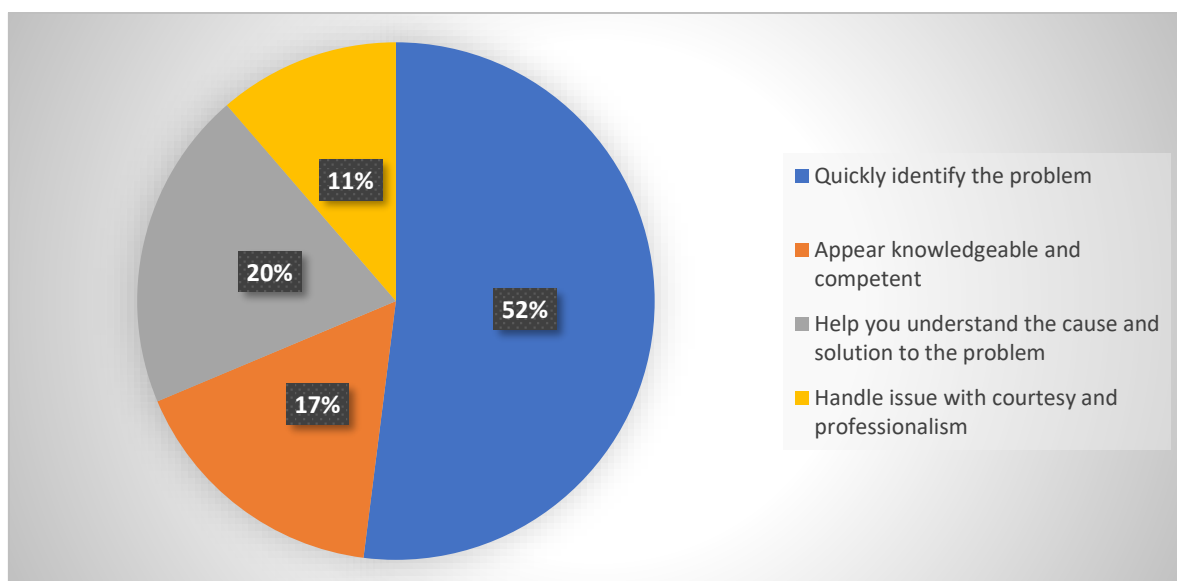


TABLE NO 4.1.12: HOW LONG IT TAKE TO GET THIS PROBLEM RESOLVED

Period	NO OF RESPONDENTS	PERCENTAGE
Immediate resolution	44	30
Less than a day	45	30
2-3 days	45	30
More than a week	8	5
Problem is still not resolved	7	5
TOTAL	150	100

source: Primary data

INTERPRETATION: The above Table 30% of respondents get immediate resolution to get problem solved, 30% of respondents take less than a day, respondents take same od 30, 5% take more than a week, and last 5% of respondent's problem is still not resolved.

INFERENCE: Majority (30%) of the respondents are get problem solved less than 3 days.

GRAPH NO 4.1.12: HOW LONG TIME IT TIME TO GET PROBLEM RESOLVED

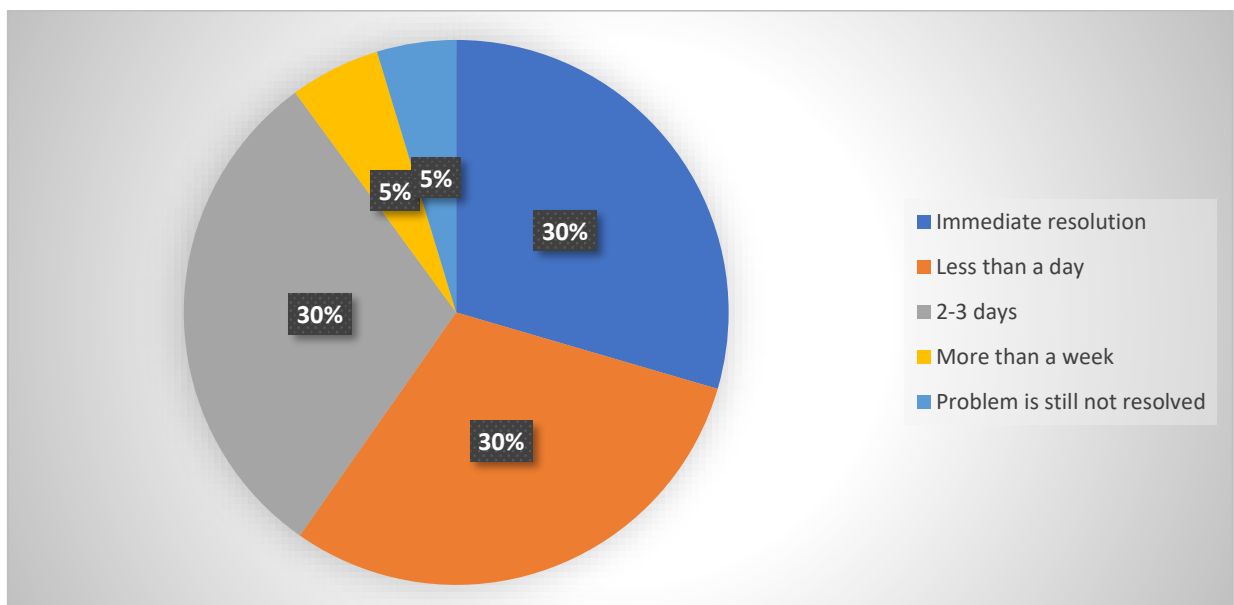


TABLE 4.1.13: COMPARED TO OTHER WATCH (CASIO, SWATCH) TITAN IS

SCALE	NO OF RESPONDENTS	PERCENTAGE
Much better	80	54
Somewhat better	35	23
About the same	23	15
Somewhat worse	6	4
Much worse	6	4
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 54% of respondents felt that Titan watch are much better than competitors, 23% of them felt somewhat better, 15% felt that about the same, 4% felt that somewhat worse, only 4.0% of respondents felt that watch is much worse.

INFERENCE:

Majority (54%) of the respondents felt that watch is much better than other competitive watches.

GRAPH NO 4.1.13: COMPARED TO OTHER WATCH LIKE (Casio, swatch) titan is

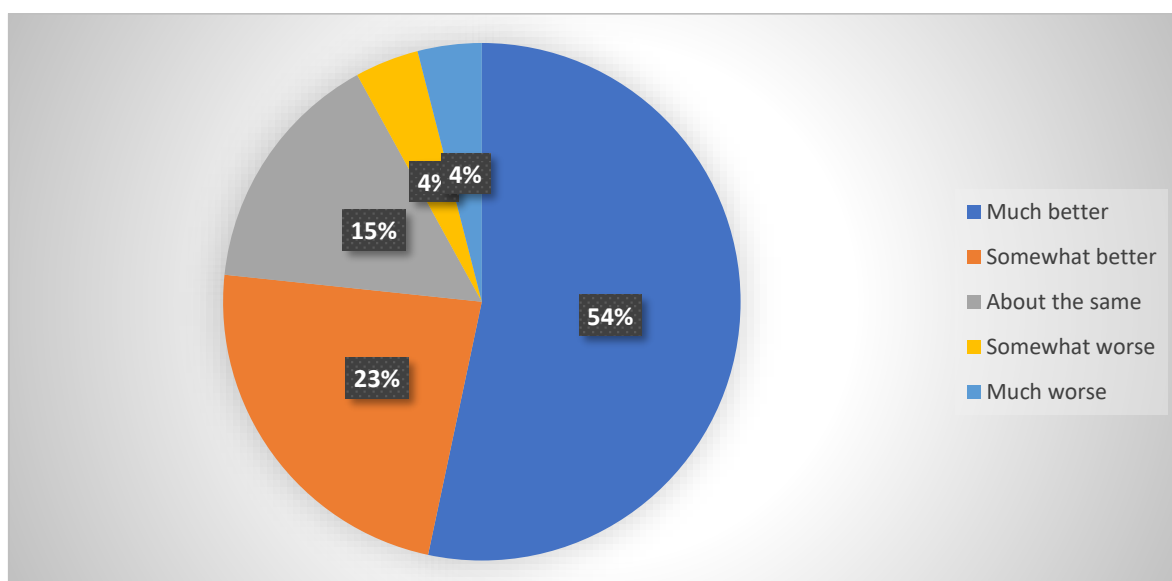


TABLE NO 4.1.14: TITAN WATCH IS AFFORDABLE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	47	31
agree	63	42
neutral	30	20
disagree	6	4
Strongly disagree	4	2
TOTAL	150	100

source: Primary data

INTERPRETATION:

The above Table shows that 31% of the respondents are strongly agree, 42% are agree, 20% of the respondents are neutral, 4.0% of respondents are disagreed, only 2% of respondents are strongly disagree.

INFERENCE: Majority (4%) of the respondents are agree that Titan watch is affordable.

GRAPH NO 4.1.14: THE TITAN WATCH IS AFFORDABLE

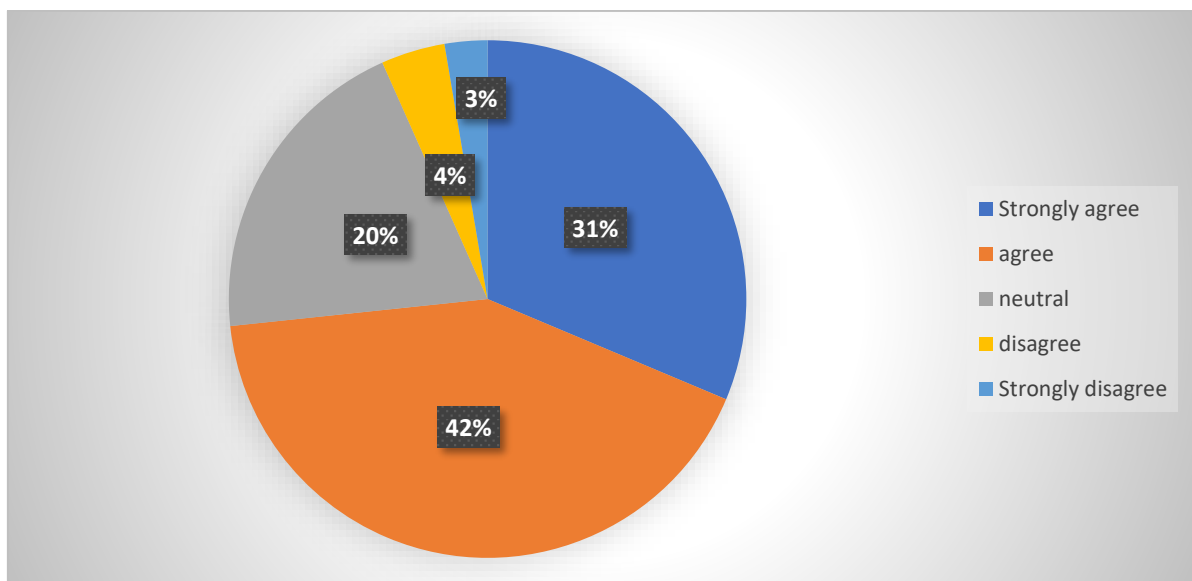


TABLE NO 4.1.15: WHICH AREA DO THINK NEED THE MOST IMPROVEMENT

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
PRODUCT VARIETY	50	34
PRICE	36	24
OFFER	32	21
QUALITY	22	15
ADVERTISING	8	5
SERVICE	2	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

The above Table shows 34% of respondents thinks need to most improvement in Product variety, 24% of respondent's improvement in price, 21% felt that improvement in offer, 15% felt that to improve the quality, 5% of respondents think advertising improvement, only 1% of respondents felt that in service.

INFERENCE: Majority (34%) of the respondents felt that Product variety is that need the most improvement.

GRAPH NO 4.1.15: WHICH AREA DO THINK NEED THE MOST IMPROVEMENT

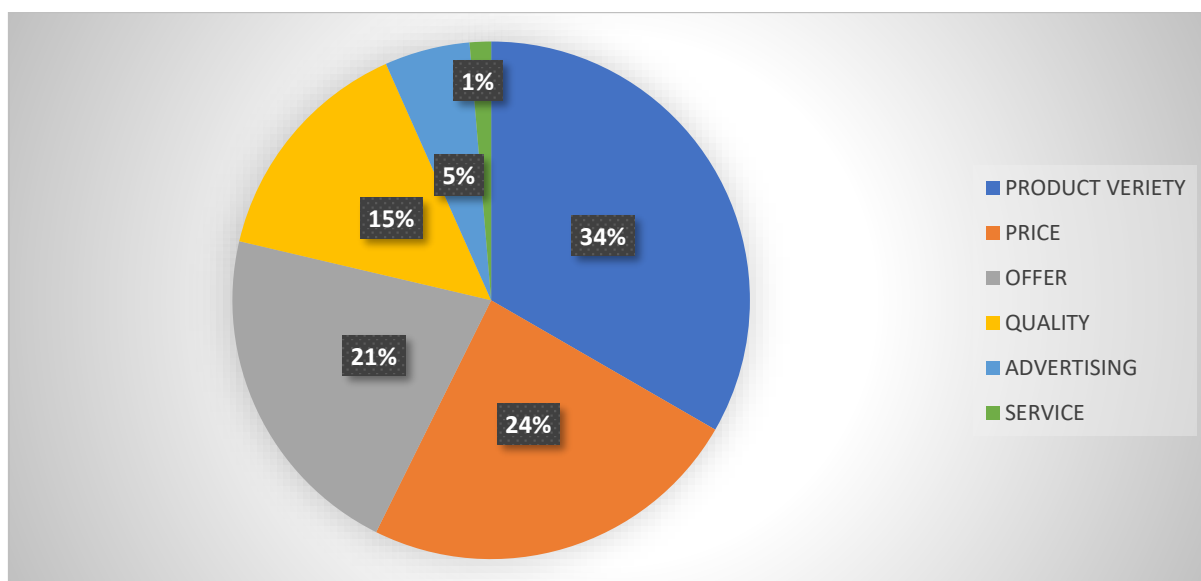


TABLE NO 4.1.16: STYLE RANGE OF WATCH

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	59	39
agree	74	49
neutral	13	9
disagree	3	2
Strongly disagree	1	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 39% of respondents strongly agree the style range of the watch, 49. % of respondents are agreed, 9% of respondents are neutral, 2% respondents are disagreed, only 1% respondents are strongly disagreed.

INFERENCE: Majority (49.0%) of the respondents agree with the style range of watch.

GRAPH NO 4.1.16: STYLE RANGE OF TITAN WATCH

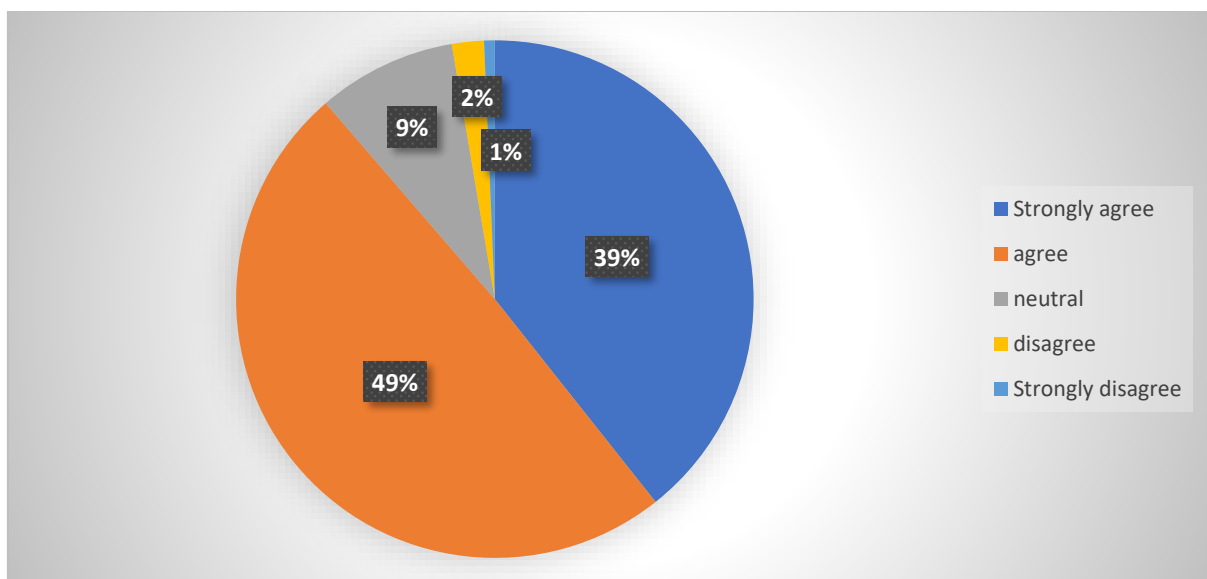


TABLE NO 4.1.17: IT IS WORTH FOR MONEY

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	58	39
agree	68	45
neutral	20	13
disagree	3	2
Strongly disagree	1	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 39% of respondents strongly agree ,45% of respondents are agreed, 13% of respondents are neutral, 2.0% respondents are disagreed, only 1% respondents are strongly disagreed.

INFERENCE: Majority (45%) of the respondents felt that watches are worth for money.

GRAPH NO 4.1.17:IT IS WORTH FOR MONEY

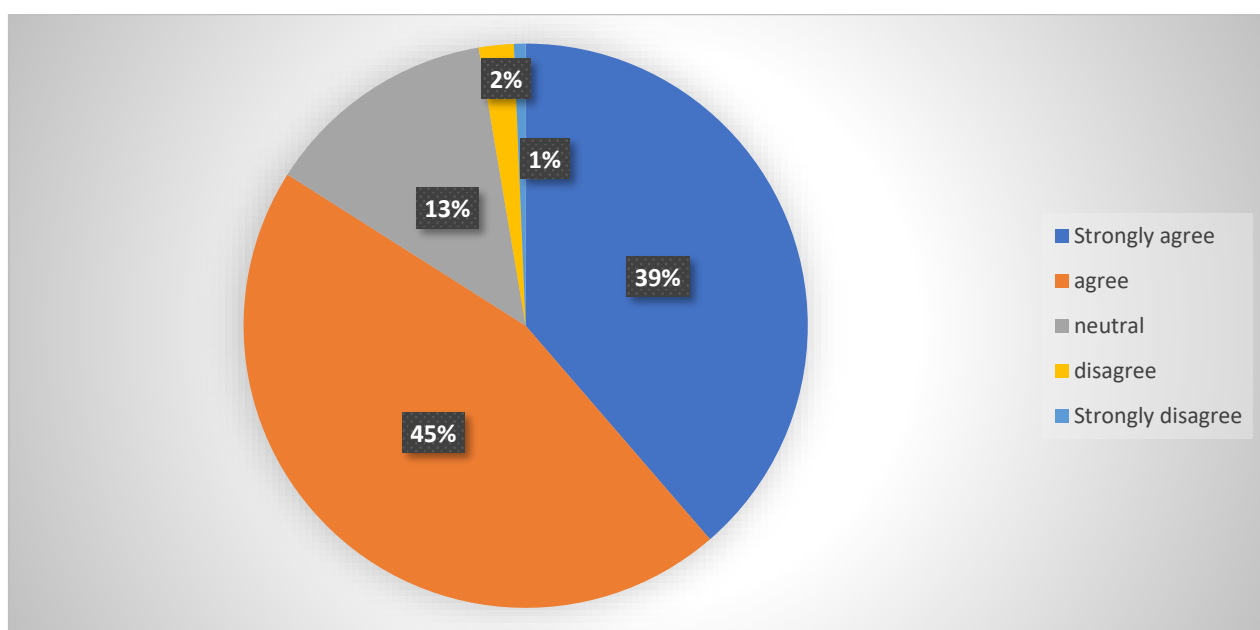


TABLE NO 4.1.18: WHETHER ADVERTISED COLLECTION IS AVAILABLE IN STORE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	40	26
agree	72	48
neutral	25	17
disagree	12	8
Strongly disagree	1	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 26% of respondents strongly agree ,48% of respondents are agreed, 17% of respondents are neutral, 8% respondents are disagreed, only 1% respondents are strongly disagreed.

INFERENCE: Majority (48%) of the respondents are felt that advertised collection is available in store.

GRAPH NO 4.1.18: WHETHER ADVERTISED COLLECTION IS AVAILABLE IN STORE

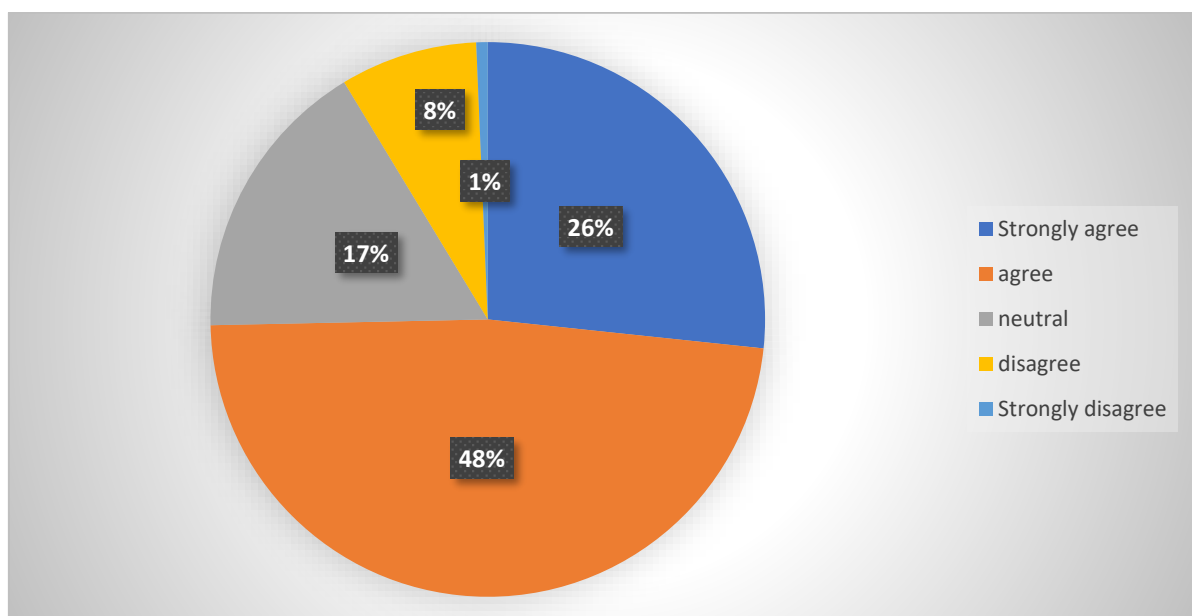


TABLE NO 4.1.19: SATISFIED WITH WHAT I PAID FOR WHAT I BOUGHT

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	55	37
agree	69	46
neutral	19	13
disagree	5	3
Strongly disagree	2	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 37% of respondents strongly agree ,46% of respondents are agreed, 13% of respondents are neutral, 3% respondents are disagreed, only 1% respondents are strongly disagreed.

INFERENCE: Majority (46%) of the respondents are agree that they satisfy with the product.

GRAPH NO 4.1.19: SATISFIED WITH WHAT I PAID FOR WHAT I BOUGHT

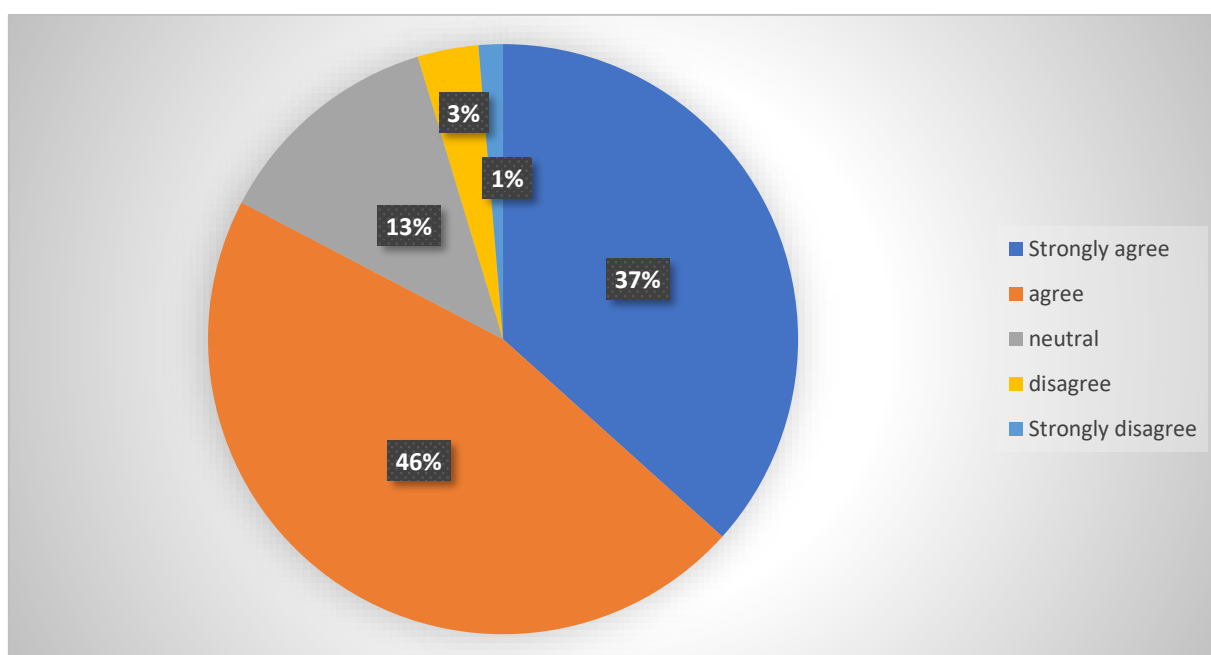


TABLE NO 4.1.20: TITAN OVER ALL QUALITY

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	57	38
agree	83	55
Neutral	8	5
Disagree	1	1
Strongly disagree	1	1
total	150	100

source: Primary data

INTERPRETATION:

From the above Table 38. % of respondents strongly agree ,55.0% of respondents are agreed, 5% of respondents are neutral, 1% respondents are disagreed, only 1% respondents are strongly disagreed.

INFERENCE: Majority (55%) of the respondents are agree with overall quality of watch.

GRAPH NO 4.1.20: TITAN OVERALL QUALITY

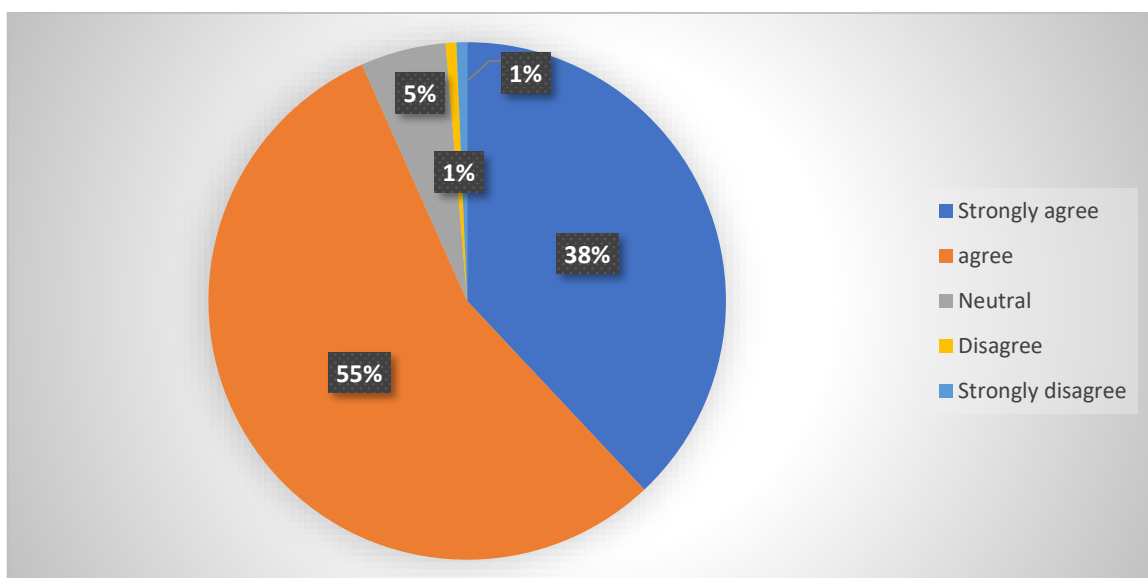


TABLE NO 4.1.21: PURCHASE EXPERIENCE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	46	31
agree	76	50
Neutral	24	16
Disagree	3	2
Strongly disagree	1	1
total	150	100

source: Primary data

INTERPRETATION:

From the above Table 50% of respondents strongly agree ,31% of respondents are agreed, 16% of respondents are neutral, 2% respondents are disagreed, only 1% respondents are strongly disagreed.

INFERENCE: Majority (50%) of the respondents are agree for the purchase experience.

GRAPH NO 4.1.21: PURCHASE EXPERIENCE

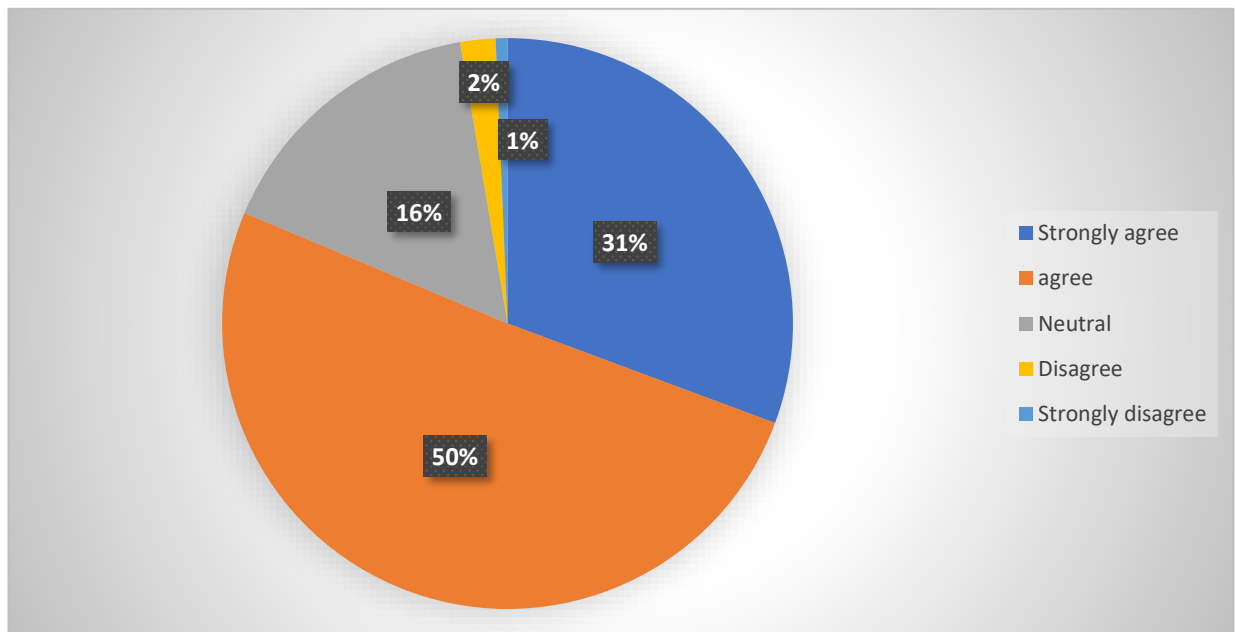


TABLE NO 4.1.22: USAGE EXPERIENCE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	53	35
AGREE	79	53
NEUTRAL	14	9
DISAGREE	3	2
STRONGLY DISAGREE	1	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 35% of respondents strongly agree ,53% of respondents are agreed, 9% of respondents are neutral, 2% respondents are disagreed, only 1% respondents are strongly disagreed.

INFERENCE: Majority (53%) of the respondents are agree with the usage experience.

GRAPH NO 4.1.22: USAGE EXPERIENCE

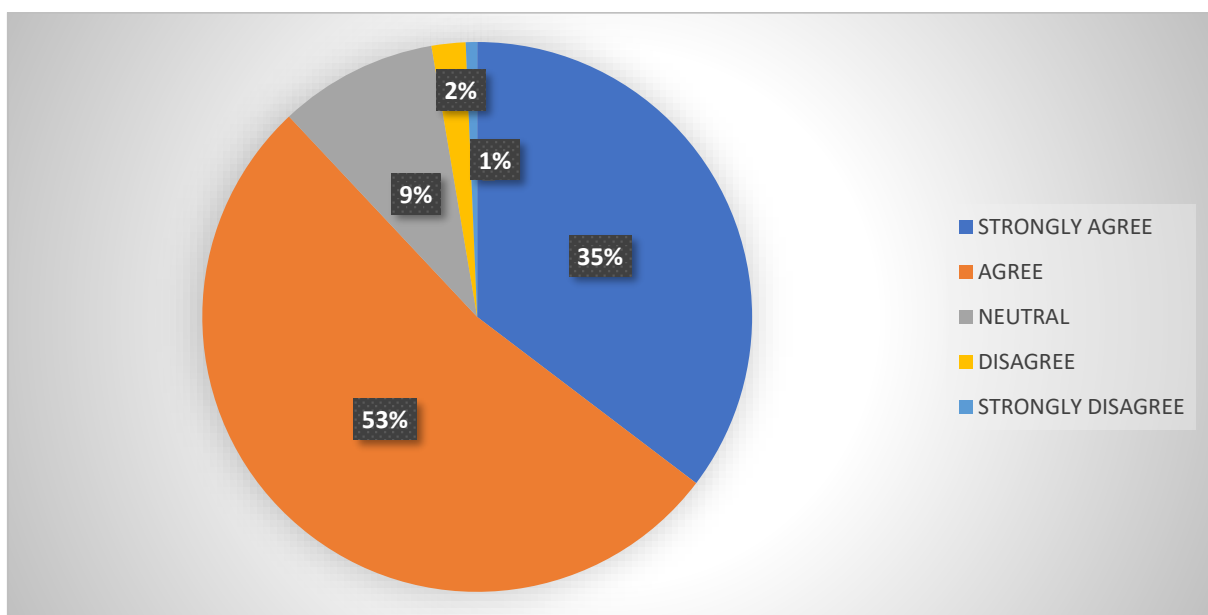


TABLE NO 4.1.23: AFTER PURCHASE SERVICE (WARRANTY, REPAIR ETC

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	42	28
agree	81	54
Neutral	20	14
Disagree	5	3
Strongly disagree	2	1
total	150	100

source: Primary data

INTERPRETATION:

From the above Table 28% of respondents strongly agree ,54% of respondents are agreed, 14% of respondents are neutral, 3% respondents are disagreed, only 1% respondents are strongly disagreed.

IFERENCE:

Majority (54%) of the respondents are agree with the purchase service warranty

GRAPH NO 4.1.23: AFTER PURCHASE SERVICE (WARRANTY, REPAIR ETC

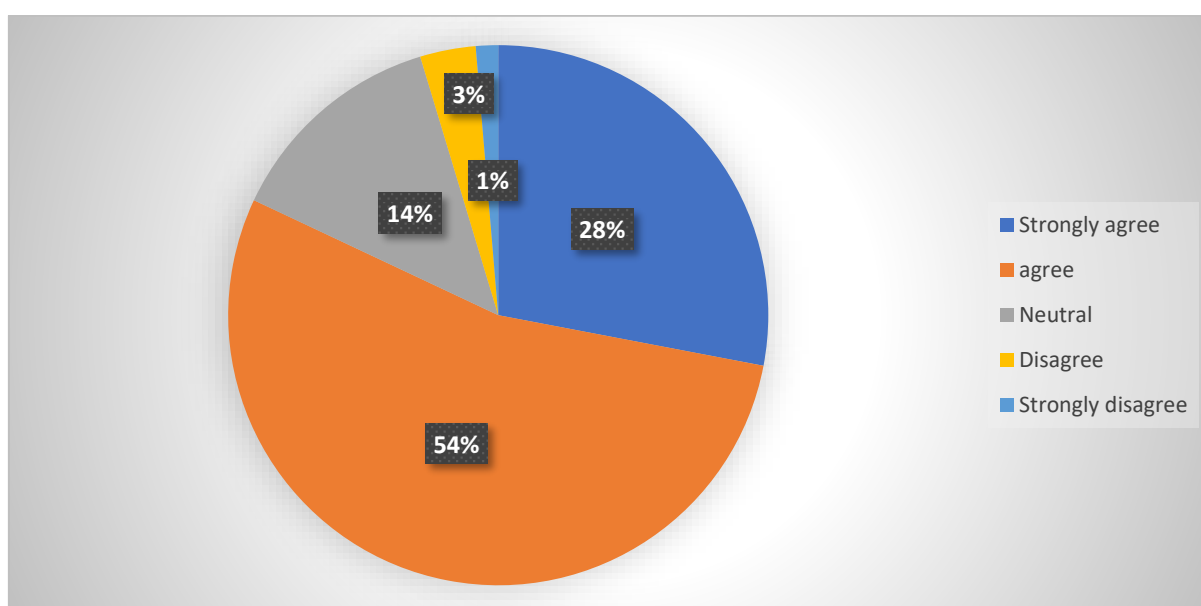


TABLE NO 4.1.24: BUY TITAN WATCH AGAIN

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Definitely	75	50
Probably	68	45
Probably not	6	4
Definitely not	1	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 50% of respondents Definitely want to buy the titan watch again, 45% of respondents say probably, 4% of respondents are probably not, 1% respondents are definitely not.

INFERENCE:

Majority (50%) of the respondents agree that they will buy titan watch again.

GRAPH NO 4.1.24: TITAN WATCH AGAIN

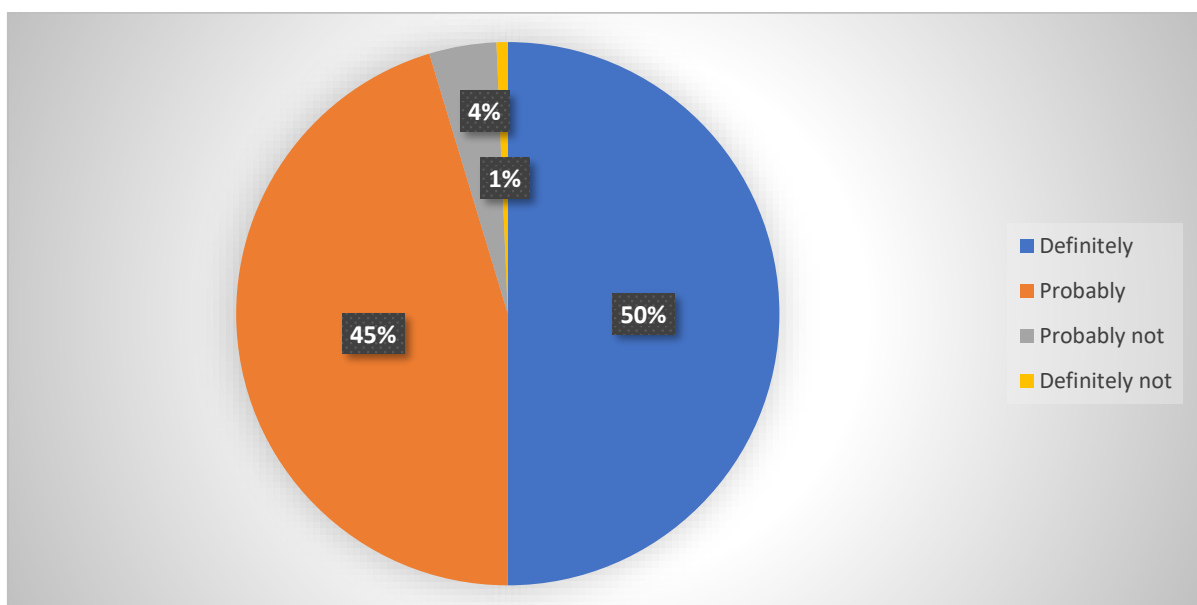


TABLE NO 4.1.25: RECOMMEND OTHERS TO BUY TITAN WATCH

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Definitely	61	51
Probably	76	41
Probably not	11	7
Definitely not	2	1
TOTAL	150	100

source: Primary data

INTERPRETATION:

From the above Table 41% of respondents Definitely recommend others to buy the titan watch again, 51% of respondents say probably, 7% of respondents are probably not, 1% respondents are definitely not.

INFERENCE:

Majority (51%) of the respondents are probably they will recommend others to buy watch.

GRAPH NO 4.1.25: RECOMMEND OTHERS TO BUY TITAN WATCH

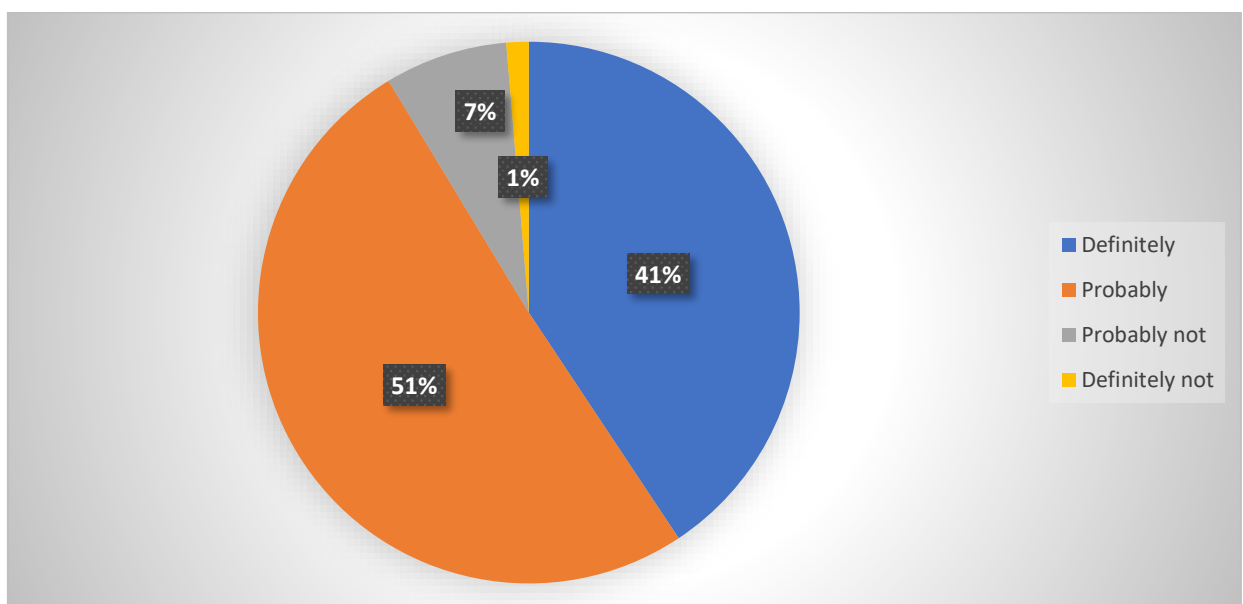


TABLE NO 4.1.26: YOU BUY OTHER BRAND

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Definitely	39	26
Probably	62	41
Probably not	37	25
Definitely not	12	8
TOTAL	150	100

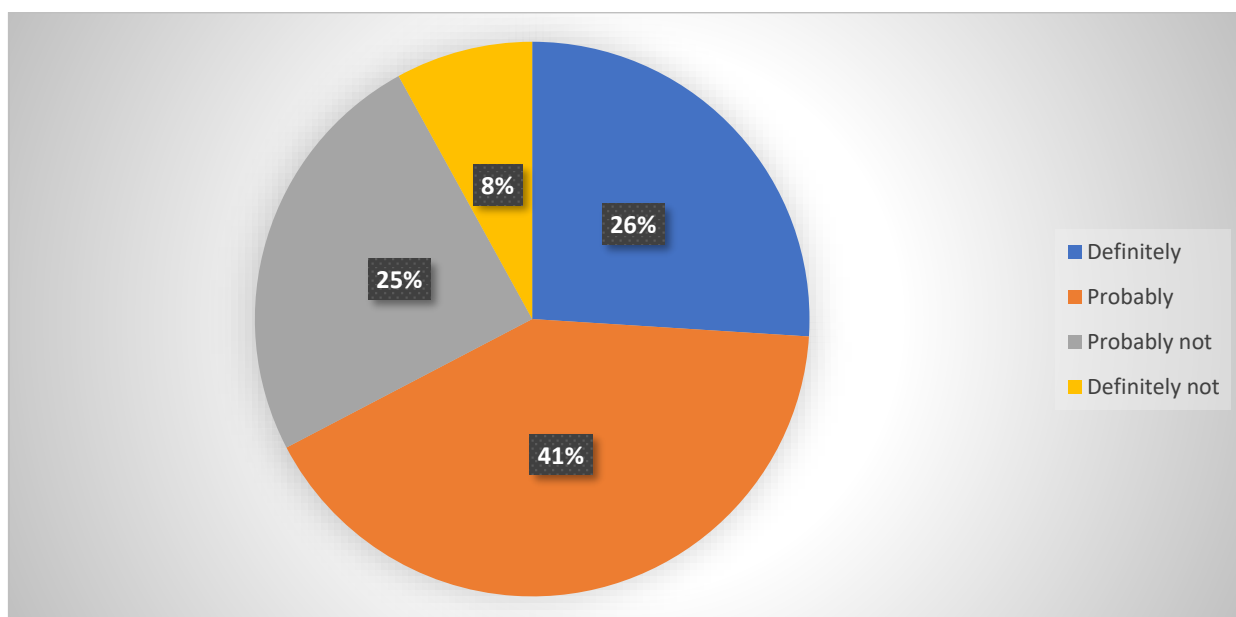
source: Primary data

INTERPRETATION:

From the above Table 26% of respondents Definitely will buy other brand, 41% of respondents say probably, 25% of respondents are probably not, 8% respondents are definitely not.

INFERENCE: Majority (41%) of the respondents can probably buy Titan watch again.

GRAPH NO 4.1.26: WILL YOU BUY OTHER BRAND



4.2 CHI SQUARE ANALYSIS

Chi square analysis of respondents age and comparing with the Titan watch affordability.

Hypothesis

H0 – there is no relationship between respondents age and the price affordability of the watch

H1 – There is relationship between respondents age and price affordability of the watch

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

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.000 ^a	30	.243
Likelihood Ratio	24.470	30	.750
Linear-by-Linear Association	.759	1	.384
N of Valid Cases	7		
a. 42 cells (100.0%) have expected count less than 5. The minimum expected count is .14.			

INTERPRETATION:

Since P value (.242) is greater than 0.05 at 5% level of significance we accept null hypothesis H0. Hence there is no relationship between respondents age and price affordability of the watch.

4.3 ANOVA

H0 – there is no relationship between respondents of repair the watch and compare with other watches

H1 – There is relationship between respondents of repair the watch and compare with other watches

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
HOW MANY TIMES YOU WENT TO REPAIR THE WATCH	Between Groups	21.125	4	5.281	1.074	.496
	Within Groups	14.750	3	4.917		
	Total	35.875	7			
COMPARED TO OTHER WATCHES TITAN WATCH IS	Between Groups	37.000	4	9.250	5.550	.095
	Within Groups	5.000	3	1.667		
	Total	42.000	7			
WHICH AREA DO YOU THINK TO IMPROVEMENT	Between Groups	32.000	4	8.000	2.400	.249
	Within Groups	10.000	3	3.333		
	Total	42.000	7			

INTERPRETATION:

Since p value is higher than 0.05, we accept H1 is and reject H0. Therefore, there is a no significance difference between respondents of repair the watch and compare with other watches

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- The project revealed that 55% of the respondents fall under the age group of Below 25 years.
- 69% of respondents are Male.
- The project revealed that 44% of the respondents are Students and 35% of the respondents are Salaried Employees. This could be because most of the Students and Salaried Employees fall under the category of Youth, and almost all of them prefer the brand “Titan watch”.
- This project revealed that 40% of respondent’s monthly income is below 10000.
- 75% of the respondents visited titan showroom and 25% of them didn’t visited showroom
- 54% of the respondents are selecting Titan watch for Brand value.
- 36% of respondents are came to know about the brand via Advertisement, and also 30% of the respondents are came to know about the brand via social network.
- Majority of the respondents 69% are using Titan watch for 0-6 years.
- 40% of respondents are never went to repair the watch. This shows the quality of the watch.
- In recent customer service experience 42% of respondents are contact representative in person, And 34% of them by Phone.
- In service experience 52% of the respondents says the representatives Quickly identify the problem of the watch.

- 30% of the respondents felt that the problem of the watch gets solved by less than a day to 2-3 days.
- 54% of respondents are said that the overall performance of titan watches is Much better when compared with its competitors like (Casio, Swatch).
- 42% of the respondents agree that Titan watch are affordable.
- 34% of respondents felt that Product variety is the area Titan should need to most improvement.
- 49% of the respondents agree that style range of the Titan watch.
- 45% of the respondents agree that Titan watch are worth for money
- 48% of the respondents are agree that advertised collection is available in the stores.
- 46% of the respondents agree that they satisfied with what they bought.
- 55% of the respondents are Agree with the overall quality of Titan watch.
- 50% of the respondents are agree with their purchase experience.
- 53% of the respondents are agree with there usage experience of the Titan watches.
- 54% of the respondents are agree with the purchase service like warranty, repair etc.
- 50% of the respondents said that they Definitely buy Titan watch again.
- 50% of the respondents felt that they Probably recommend Titan watches to others.
- 51% of the respondents probably can buy another brand.

- Since P value (.242) is greater than 0.05 at 5% level of significance we accept null hypothesis H_0 . Hence there is no relationship between respondents age and price affordability of the watch in chi square.
- Since p value is higher than 0.05, we accept H_1 is and reject H_0 . Therefore, there is a no significance difference between respondents of repair the watch and compare with other watches 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.

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APPENDIX- I (QUESTIONNAIRE)

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

Their satisfaction level is measured using percentage method.

1. Name

2. Age

- ☐ Below 25
- ☐ 25-45
- ☐ 45-55
- ☐ 55above

3. Gender

- ☐ Male
- ☐ Female

4. Occupation

- ☐ Salaried employee
- ☐ Business
- ☐ Students
- ☐ Agriculture
- ☐ Others

5. monthly income (per month)

- ☐ Below 10000
- ☐ 10000-25000
- ☐ 25000-35000
- ☐ 35000-50000
- ☐ 50000 and above

6. have you ever visited titan showroom

- ☐ Yes
- ☐ N

7. reason for selecting titan watch

- ☐ Brand value
- ☐ Style
- ☐ Prestige symbol
- ☐ Others

8. you came to know about the brand via

- Ads
- Social network
- Peers
- Family
- Newspaper ads
- Others

9. how long have you been using titan watch

- 0-6 year
- 6-12 year
- 12-18 year
- More than 18 year

10. How many times you went to repair the watch

- Never
- One time
- Three times
- More than three times

11. In your most recent customer service experience how did you contact the representative?

- In person
- By phone
- Through retailer/dealer
- Others

12. Did the representative

- Quickly identify the problem
- Appear knowledgeable and competent
- Help you understand the cause and solution to the problem
- Handle issue with courtesy and professionalism

13. About how long it takes to get this problem resolved?

- Immediate resolution
- Less than a day
- 2-3 days
- More than a week
- Problem is still not resolved

14. Compared to other brands like (Casio, Swatch) Titan is

- Much better
- Somewhat better
- About the same
- Somewhat worse
- Much worse

15. Titan watches are affordable

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

16. Which area do you think needs the most improvement?

- ☐ Product Variety
- ☐ Prices
- ☐ Offers
- ☐ Quality
- ☐ Advertising
- ☐ Service

17. Put tick mark for your choice

	Strongly agree	agree	neutral	disagree	Strongly disagree
Style range is good					
It is worth for money					
Advertised collection					
Satisfied with what I paid for what I bought					

18. Titan is excellent for the following

	Strongly agree	agree	neutral	disagree	Strongly disagree
Overall quality					
Purchase experience					
Usage experience					
After purchase service					

19.Put tick for the applicable ones

	definitely	probably	Probably not	Definitely not
Buy titan watch again				
Recommend others to buy titan watch				
Will buy another brand				

APPENDIX-II (ARTICLE)

A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES

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ABSTRACT:

Customer satisfaction is an important component of the Marketing function and it are often simply defined the number of consumers, or percentage of total customers, whose reported experience with a firm. With more companies changing customer centric, customer satisfaction levels are measured for its improvement are done by the businesses. The focus of this study is to understand knowledge about the varied kinds of titan brand, factors influencing the consumers to prefer a selected brand and thus the issues faced by them on using such brands. For the aim of obtaining the data, questionnaire method is used. Suitable tools are exploited to urge scientific evidence and further suggestions useful for the industry have also been presented.

KEYWORDS: Customer, satisfaction, titan watches

1. INTRODUCTION

Marketing is getting more and more customer centric with all the large brands that concentrate on what customer needs and what satisfies their customers more. In such a customer focused business world, studying the customer satisfaction has become necessary for all the businesses and industries. Surveying the purchasers regularly and through a kind of the way could also be a critical a part of running a successful business, regardless of your industry, product or service. Customer satisfaction is known as how individual customers, groups, or organizations, use and dispose ideas, goods, and services to satisfy their needs and wishes. 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 for particular goods and services, they go to be able to determine which products are needed within the, market place, which are obsolete, and thus the way best to present the products to the consumers

2. SCOPE OF THE STUDY

The research pertains to finalize this consumer preference of watch within the study with special reference to titan watches in Erode region. The study helps to understand knowledge about the various sorts of titan brand, factors influencing the consumers to prefer a selected brand and thus the issues faced by them on using such brands. The consumers while making preference decisions are influenced by external, internal factors and factors like product features, quality, price then On.

3. REVIEW OF LITERATURE

David S Landes; Revolution in time, 2004 World of some time keeping generally and mechanical watches especially could also be a desirable and sophisticated field. Highly complex micro-mechanical systems, the history of development of movements and elegance trends and political and personal intrigues of industry provide for interesting reading and endless opportunity for research.

Economic Times, 10 march 2012 Titan's play within the life-style category is analogous to what US watch and accessory brand Fossil did diversifying into eyewear, handbags, jewellery, shoes and apparel (in some geographies). The firm's youth brand Fastrack will drive this transformation, an effort partly to form sure that the parent brand Titan is shielded from any risk. Fastrack is already into watches and eyewear, and now it's watching categories like bicycles, helmets, shoes and apparel. Barry, Ann Marie Seward: Visual intelligence, 1997 In educated societies, the human brain has been trained to research text during how that a reader is in a position to interpret writing as whatever he or she sees within the meaning of the words by analysing the context during which the text was written. Through teaching people to read and analyse literature, the educated society has become more conversant in picking apart the words they're reading. that exact same process, however, doesn't hold true for the human perception of images. Through societal norms, we've grown conversant in accept images as truth without using the same

analytical process to pick apart images within the way we do text. The human perception of truth in images plays a significant role within the modern-day trend of manipulating photographs. during this increasingly digital age, photographs are often manipulated to portray an illusion of no matter the manipulator wants the image to be. this may be especially prevalent in print advertising, where the foremost goal is to influence the wants or desires of a consumer with persuasive images.

Peter Bron; Wrist watch annual, 2004 per annum many wrist watches are introduced. Some features innovative designs or mechanical improvements et al. available only in limited editions, keeping the world interesting for collectors.

4. OBJECTIVES

To review about the factors influencing the consumers buying titan watches. To research whether the merchandise quality of Titan watches is capable of addressing all demands made by customer* to spot the difference between Expectation & Perception of consumers in product quality offered by Titan watches.

5. METHODOLOGYRESEARCH DESIGN

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

6. STRUCTURE OF QUESTIONNAIRE

During this study, the first data is collected through questionnaire from the respondents directly and online form. A questionnaire consists of variety of questions printed or typed during a definite order on a form. Here, open ended and shut ended questions; order and rating scale are utilized in the questionnaire.

SAMPLE SIZE: the number of samples chosen was 150 Respondents

7. RESULT

7.1 CHI SQUARE ANALYSIS

Chi square analysis of respondents age and comparing with the Titan watch affordability.

Hypothesis:

H0 – there's no relationship between respondents age and therefore the price affordability of the watch

H1 – there's relationship between respondents age and price affordability of the watch.

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

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.000 ^a	30	.243
Likelihood Ratio	24.470	30	.750
Linear-by-Linear Association	.759	1	.384
N of Valid Cases	7		
a. 42 cells (100.0%) have expected count less than 5. The minimum expected count is .14.			

Interpretation:

Since P value (.242) is bigger than 0.05 at 5% level of significance we accept null hypothesis H0. Hence there's no relationship between respondents age and price affordability of the watch.

8. FINDINGS

- The project revealed that 55% of the respondents fall under the age group of Below 25 years.
- 69% of respondents are Male.
- The project revealed that 44% of the respondents are Students and 35% of the respondents are Salaried Employees. This could be because most of the Students and Salaried Employees fall under the category of Youth, and almost all of them prefer the brand “Titan watch”.
- This project revealed that 40% of respondent’s monthly income is below 10000.
- 75% of the respondents visited titan showroom and 25% of them didn’t visited showroom.
- Since P value (.242) is greater than 0.05 at 5% level of significance we accept null hypothesis H0. Hence there is no relationship between respondents age and price affordability of the watch in chi square.
- Since p value is higher than 0.05, we accept H1 is and reject H0. Therefore, there is a no significance difference between respondents of repair the watch and compare with other watches in ANOVA.

9. SUGGESTIONS

From the survey it's clear that majority of the purchasers were children and therefore the advertisements, products offered by Titan watches exactly matches the demand of youth. This makes Titan watches before its competitors*

Their design is sweet but they need to figure on their outlooks.

Most of the respondents are able to buy the products of Titan Industries anytime, in order that they can come up with more sorts of products.

Most of the respondents suggested that Titan Industries could come up with Smart Watch, or a contemporary version of watch as they’re very curious about buying them

10. CONCLUSION

This article was a study conducted to know about the behaviour of the customer on titan watches. The study analysed the varied aspects of consumer behaviour. From this study, it's clear that majority of the purchasers 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're doing it now by considering the conclusions generated from this project and adopting the suggestions given by their customers

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