A Comparative Study on Traditional Watch vs Smart Watch with Reference to Coimbatore City

Ms. V Sindhu [a], Ms. Alfin Rebecca A [b] *

[a] Assistant Professor, Sri Krishna Adithya college of arts and science, Coimbatore - 641042
[b] Student, Sri Krishna Adithya college of arts and science, Coimbatore - 641042

A B S T R A C T

Watches are played a important role in every person's life. There are so many brands in the market but especially the customers are buy some of the unique brands like Titan. In recent years before the people are known about smart watches. The boat watches are used by many peoples. There are different kinds of design and style are available in the watches and it varies from low price to high price'

Key words – Watches, Titan, Smart watches, Design and Style, Price range.

1. Introduction

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 the mainspring which turned gears and then moved the hands. It kept time with a rotating balance wheel. In the 1960's 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 most majority 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 woecce 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 (duty shifts).

2. Statement of problem

Various design and colour are not available in the watches. They need to promote the design and colour in the watches. Some people prefer online purchases but the brand is not original they need to sell the original products in online shopping. Price variation is also different while comparing between market and online shopping customer satisfaction is less while purchasing in the online. But they prefer the sale in online marketing. There is a low level of battery consumption in the smart watch while comparing to the traditional watch.

3. Objective of study

To find out the customer satisfaction level towards traditional watches.

To aware about the upgradation of watches

4. Research Questions

- Mention your level of satisfaction towards traditional watch ?
- Mention the relationship between qualification and aware about upgradation of watch ?

5. Research methodology

5.1 Sampling design

This study is intended to analyze the Saving habits among Middle class family in post office with reference to Coimbatore City.The study is Descriptive in nature.

5.2 Sample size

152 Questionnaire were distributed out of that 153 questioners were fit for analysis from different respondents in the Coimbatore city.

5.3 Sample area

The area of the study refers to Coimbatore city.

5.4 Data collection

The data is collected from both primary and secondary data.

5.5 sampling tools

- Weighted Average

- Chi square

Review of literature

1. **Turel and Serenko (2010)** studied validation of 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.

2. **Shanmugapriya and Kavya (2011)** tried to find out the preference and buying behavior of the customer towards the branded watches , role that brand image plays on their usage pattern , and the factors that are considered before the purchase of the branded watches . The study showed that customer consider a variety of factors like price , quality , design , before purchasing a particular band of watch.

3. **Halamata (2012)** offered basically a research about the extent to which the customers are aware about the brand, their attitudes towards it , and the marketing channels. It has never failed to meet the expectation of its customers. It is also concluded from this research that there is equal contribution of friends and relatives in choosing this brand.

4. **David S Landes (2015)** World of time keeping in general and mechanical watches in particular is a fascinating and complex field. Highly complex micro-mechanical system. the history of development of movements and design trends and political and personal intrigues of industry provide for interesting reading and endless opportunity for research.

5. **Peter Bron (2018)** every year hundreds of watches are introduced. Some features innovation design or mechanical improvements and others available only in limited editions , keeping the fields interesting for collector

Research Gap

The above research paper's were only explained about the customer satisfaction level . But in this study briefly explained about the preference of the customer strategy and the upgradation for this improvement, they have to improve the offers to increase the sales. It also mainly focus in Coimbatore city. This study also analysis to aware about the upgradation.

6. Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.
The following tools were used:
  i. Weighted Average
  ii. Chi square

6.1 WEIGHTED AVERAGE

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity. Weighting is the equivalent of having that many like items with the same value involved in the average.
Table No: 1

Table showing the satisfaction level towards traditional watch

Factors	5	4	3	2	1	Total score	Weighted average score	Rank
Price	310	216	78	50	6	660	4.31	1
Brand image	265	256	66	20	4	611	3.99	4
Battery	345	204	69	8	6	632	4.13	3
Quality	390	184	45	14	7	640	4.18	2

INTERPRETATAION:

The above table shows that the weighted average score of 4.31% for Brand image and 4.18% for Quality, 4.13% for Battery and 3.99% for Price.

6.2 CHI SQUARE

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity. Weighting is the equivalent of having that many like items with the same value involved in the average.

Table No: 2

Table showing the relationship between Education qualification and Aware about upgradation of watches

Education qualification	School	UG	PG	Other	Total
Stylish	6	9	15	8	38
Attraction	6	13	7	8	34
New colour	15	8	7	19	49
Other	7	7	9	9	32
Total	34	37	38	44	153

O	E	O-E	(O-E)^2
6	8.44	-2.44	5.9536
9	9.18	-0.18	0.0324
15	9.43	5.57	31.0249
8	10.92	-2.92	8.5264
6	7.55	-1.55	2.4025
13	8.22	4.78	22.8484
7	8.44	-1.44	2.0736
8	9.77	-1.77	3.1329
15	10.88	4.12	16.9744
8	11.84	-3.84	14.7456
7	12.16	-5.6	31.36
19	14.09	4.91	24.1081
7	7.11	-0.11	0.0121
7	7.73	-0.73	0.5329
9	7.94	1.06	1.1236
9	9.20	-0.2	0.04
Total	153		164.8944

Chi-square Value X^2 = $\sum$ (O-E)^2/E

= 164.8944 / 153

= 1.0777411764705

Degree of Freedom = (r-1) (c-1)

=(4-1) (4-1)

= (3) (3)

= 9

Table Value   **= 16.919**

HYPOTHESIS

     Ho There is no significant relationship between education qualification and aware about upgradation of watches.

     H1 There is significant relationship between education qualification and aware about upgradation of watches.

Level of significance = 0.5% or 0.05

INTERPRETATION

     In the above analysis the calculated value (1.0777411764705) is less than the Table Value (16.919) at the level of 5% Significance. Hence null hypothesis is accepted thus there is no significant relation between education qualification and aware about upgradation of watches.

7. Findings, Suggestion and Conclusion

7.1 Findings

Weighted Average

  The above exhibit table shows that satisfaction level towards traditional watch followed by price, quality, battery, and brand image. The price weighted score is 4.31.

Chi square

In the above analysis the calculated value (1.0777411764705) is less than the Table Value (16.919) at the level of 5% Significance. Hence null hypothesis is accepted thus there is no significant relation between education qualification and aware about upgradation of watches.

7.2 Suggestion

➢   Most of the customer are satisfied with quality of traditional watches and even then, there should be compromise on quality.

➢   Price of the watches should be reduced to cover more number of customer.

➢   Customer expect to purchase watch with new technology and modern designing.

➢   Extended warranty period should be given to prove the quality of product.

➢   Extended warranty period should be given to prove the quality of product.

➢   Promotional offer and gifts must be given to the buyers at the time of purchase.

7.3 Conclusion

  Watch in India always had the market. The manufacture should produce necessary changes to boost up the sales of traditional watch and smart watch. To create a boom in sales, the manufacture must provide offers, discount, and extended the warranty period which act as a catalyst. Now a days the watches are used by all the people with new brands and design. The brand image should maintained. Customer are ready to get new upgradation of watches, design, color, strap and some features. Customer satisfaction towards between the traditional watch and smart watch is good. The value of information would be helpful in decision making in development in making marketing strategies for to increase the number of customers.

References

1. .Turel and Serenko (2010), "Studied customers satisfaction through online purchase" Research Article, Published on March 14,2010.

2. Shanmugapriya and Kavya (2011), "Preference and purchase of branded watches" Research Article, Published on December 20,2011.

3. Halamata (2012), "Research extend their attitudes towards marketing channels" Research Article, Published on June 15,2012.

4. .David S Landes (2015), "Analysis the history of development of movement and design" Research Article, Published on October 13,2015.

5. Peter Bron (2018), "Features and some mechanical improvements in limted edition" Research Article, Published on June 12,2018.