



A Comparative Study on Consumer Buying Behaviour while Purchasing on Titan Watches and Fastrack Watches with Special Reference to Coimbatore District

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ABSTRACT

This research project aims to analyze and compare the buying behavior of consumers in the Coimbatore district when purchasing Titan watches and Fastrack watches. The study explores the factors influencing consumers' purchasing decisions, their perceptions of brand image, and the impact of marketing strategies employed by both brands. By examining these aspects, the project aims to provide valuable insights into the preferences and motivations of consumers in the context of the watch market.

Keywords: Comparative study, Consumer behaviour, Buying behaviour, Titan watches, Fastrack watches, Brand image, Marketing strategies, Coimbatore district.

1. Introduction of the study

Watches have become almost a want for human, no matter the financial magnificence they belong to. The watch enterprise in the current situation is booming and attaining a speedy boom in India. With the arrival of modern day generation, a innovative alternate has taken place in the watch marketplace of India. Many new manufacturers with modern technology have entered the marketplace mainly to rising competitiveness in the enterprise. Titan Company Ltd. (in advance known as Titan Industries Ltd.) is an Indian consumer goods company that manufactures style accessories which consist of watches, Jewellery, eyewear, etc. Fastrack wrist watches is India's largest youth fashion brand, which was launched in 1998. In the motive of selling and promoting the brand among youth.

It is a joint undertaking of Tata Group and TIDCO (Tamil Nadu Industrial Development Corporation) & is considered Tata group's biggest customer organization. Later it started launching extra kinds of merchandise and began touching extra segments. Titan is likewise having its own particular version for Mumbai and Kolkata.

2. Statement of the problem

The trouble said as "to what volume the Clients are glad with the rate and high- satisfactory and additionally which elements growing more impact the clients. To discover the modern-day choice and satisfaction about the watches rooted inside the minds of the customers which can be beneficial in formulating the techniques in destiny operations of the company.

3. Objectives of the study

- ✓ To study consumer buying behaviour while purchasing on Titan watches and Fastrack watches.
- ✓ To identify the consumer preference towards Titan watches and Fastrack watches.
- ✓ To study consumer attitude towards price policies of Titan watches and Fastrack watches

4. Scope of the study

Investigating the different ways in which customers perceive the Titan and Fastrack brands, and how their perception affects their buying behaviour. This could include exploring factors such as brand image, brand personality, and brand loyalty. Comparing the product features and benefits of Titan and

Fastrack watches, and how these factors influence customers' purchase decisions. This could involve analyzing aspects such as design, functionality, and price. Assess the level of consumer satisfaction and loyalty towards Titan and Fastrack watches. Investigate the factors that drive consumer satisfaction and loyalty, such as product quality, design, after-sales service, and brand reputation.

5. Research Methodology

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools

5.1 Area of Research

The area of the study is about Coimbatore.

5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from current users of Titan and Fastrack watch of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by browsing magazines, newspapers, article and papers related in India.

5.3 Sources of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis. The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

- Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

- Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies. Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

5.4 Sample Size

Information has been collected from 125 respondents of Coimbatore city comprising both male and female.

5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data :

- Simple Percentage Analysis

6. Review of Literature

- ✓ **Arati Birder (2022)**, in their studied titled “A study on market study of sonata and Casio watches” its finding of the study of market performance of these two companies brand watches. They conducted that the end of advertisement, websites, social media’s, newspaper and journal, etc..., and these are the presented and their position in the market demands. In this study of profile in various findings and objectives, the socio- economic cost based. The Chi-square of respondents, to segregates the level of opinion there are the high level, medium level and low level performance.
- ✓ **Praveen Kumar. L (2022)**, conducted the “study on customer satisfaction towards the fast-the study say that company should ensure the availability of all models and outlets of fast-track consumers are satisfied their loyal customers by providing those special offers and different features. Finally, the study conducted to know about the satisfaction level of customers and their purchasing behaviour while purchasing. Concluded by saying that the survey of the customers has revealed the like and dislikes and tastes regarding watches.
- ✓ **Keller, (2022)**, this study conducted the brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers’ minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so. The purpose of the study also includes to the awareness level of titan quartz watch from the public
- ✓ **Shanmugapriya and Kavya (2021)** tried to find out the preference and buying behaviour of the customers 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 customers consider a variety of factors like price, quality, design, before purchasing a particular brand of watch.
- ✓ In the research paper of **Gurusamy et al. (2021)**, authors studied the quality of the wrist watches offered, finding out whether they are able to meet the demand of the people in the market, difference between the expectation and the reality in terms of the quality offered.
- ✓ **Kumaravel and Poornima (2021)** analyzed the ecofriendly technologies adopted by the Titan watches. Titan has launched a range of watches that can be recharged from diffused and indirect light sources like mobile screen and candle light. Apart from this they have also launched the solar powered watches. These watches get charged whenever they come in contact with the light sources. This study revealed that advertisement is the major source of their brand awareness.

7.1 Research gap

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research.

The above research paper they didn't analyse about difference between various demographic factors with customer satisfaction .In this study I made a survey about difference between satisfaction level of consumers about bike and various demographic factors. And also, in the above research conducted by researchers will change according to current demand so that it was analysed in my research.

8. Analysis and Interpretation of Data

Data analysis is the process of bringing order structure and meaning to the mass of collected data. The purpose of it is to identify ,transform ,support decision making and bring a conclusion to research. The data analysis is an important step and heart of research in research work.

The statistical tool is: -

- Simple Percentage method

8.1 Table showing type of work of respondents

S.NO	Type of work	No. of. Respondent	Percentage
1	Winding	17	14
2	Automatic	30	24
3	Analog	55	44
4	Digital	23	18
	Total	125	100

SOURCE: PRIMARY DATA

INTERPRETATION:

It is noted that 14% of people use winding watches, 24% of people uses automatic watch, 44% uses analog watch and 18% of people uses digital watches

8.2 Table showing brand of watch of respondents

S.NO	Brand of watch	No. of. Respondent	Percentage
1	Titan	50	40
2	Fastrack	45	36
3	Sonata	22	18
4	Quartz	8	6
	Total	125	100

SOURCE: PRIMARY DATA

INTERPRETATION:

It is noted that 40% uses Titan watches, 36% uses Fastrack watches, 18% uses Sonata and 6% uses Quartz.

8.3 Table showing preference of respondents

S.NO	Preference	No. of. Respondent	Percentage
1	Brand	30	24
2	Performance	39	31
3	Style	32	26
4	Luxury	24	19
	Total	125	100

SOURCE: PRIMARY DATA

INTERPRETATION:

It is Table that 24% prefer based on brand, 31% prefer based on performance, 26% prefer based on style and 19% prefer based on luxury

8.4 Table showing spent for buying of respondent

S.NO	Spent for buying	No. of. Respondent	Percentage
1	Below 2000	37	30
2	Rs2000-4000	36	29
3	Rs4000-5000	30	24
4	Above 5000	22	17
	Total	125	100

SOURCE: PRIMARY DATA

INTERPRETATION:

It is noted that 30% of respondents spent below Rs2000 for buying watches, 29% spent between Rs 2000-4000, 24% spent between Rs 4000-5000 and 17% spent more than Rs 5000.

9. Findings and Suggestions

- ✓ The number of female respondents is more than the male respondents in the population under the study.

- ✓ 43% people fall under the category between 18 - 30.
- ✓ The majority of the respondents are under graduate in this study.
- ✓ In this study, the majority occupation is students.
- ✓ The majority of respondents' monthly incomes were less than 20000 per month.
- ✓ The majority of people use analog watches.
- ✓ The majority of people use watches between 2-3 years.
- ✓ In this study, the majority of people buy Titan watches.
- ✓ The majority of people prefer based on the performance.
- ✓ The majority of people buy less than 2000 for buying the watches.
- ✓ The majority of people's are satisfied with their buying.
- ✓ In this study, 33% respondents purchase for the offer of buys one and get one free.
- ✓ The majority of people purchase based on the feature of material quality.
- ✓ 29% of respondents are likely prefer to recommend others in this study.
- ✓ In this study, majority respondents purchase both on the online and in store.
- ✓ The majority of people choose the both Titan watches and Fastrack watches are equally trendy.
- ✓ The majority of people choose the both Titan watches and Fastrack watches are equally affordable.
- ✓ In this study, the majority of people likely to switch other brands.
- ✓ The majority of people say Titan watches as more innovative.
- ✓ In this study, the majority of people say that Titan watches are available in stores.
- ✓ The majority of people prefer that both the watches are somewhat better than others.

Suggestions

- ✓ As the survey results indicate, people prefer watches that are both stylish and perform well. Therefore, watch manufacturers and retailers should focus on designing watches that are both visually appealing and functional.
- ✓ The survey shows that people are more likely to buy watches based on buy one get one free offers and percentage discounts. Therefore, watch manufacturers and retailers should consider offering promotions that are in line with people's preferences.

Conclusion

Brand image, both Titan and Fastrack have established strong brand images in the market. Titan is perceived as a premium brand, whereas Fastrack is seen as a youthful and trendy brand. Price Sensitivity Customers showed higher price sensitivity towards Fastrack watches compared to Titan watches.

Style and Design Fastrack watches were found to have a more contemporary and trendy design, which appealed to the younger generation, while Titan watches were found to be more classic and formal, catering to an older demographic.

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Annexure

1. Name
2. Gender
 - Male
 - Female
3. Age
 - Below 18
 - 18-30 years
 - 30-40 years
 - More than 40 years
4. Educational Qualification
 - School student
 - Under graduate
 - Post Graduate
 - Others
5. Occupation
 - Student
 - Employee
 - Business
 - Others
6. Monthly Income
 - Below 5000
 - 5000-10000
 - 10000-20000
 - More than 2000
7. Which types of watch you wear?
 - Winding

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- Automatic
 - Analog
 - Digital
8. How long are you using this brand?
- 1years
 - 1-2 years
 - 2-3 years
 - More than 3 years to 10
9. Which Brand of Watch you are using?
- Titan
 - Fastrack
 - Sonata
 - Quartz
10. Reason for preferring the brand?
- Brand
 - Performance
 - Style
 - Luxury
11. How much do you spent for buying a watch?
- Below 2000
 - Rs 2000-4000
 - Rs 4000-5000
 - Above 5000
12. How much satisfied you are with sales services experience on Fastrack Watch and Titan Watches?
- Highly satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
13. What kind of promotions or discounts would motivate you to purchase Titan or Fastrack Watches?
- Percentage discounts
 - Cash back offers
 - Buy one and get one free offer
 - Festival offers
 - Others
14. Which of the following features are important to you while purchasing a Watch?
- Water resistance
 - Scratch Resistance
 - Material Quality
 - Strap Material

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15. How likely are you to recommend Titan/Fastrack Watch to someone else?
- Very likely
 - Likely
 - Neutral
 - Unlikely
16. When buying a watch where do you prefer to shop?
- Online
 - In- store
 - Both
17. When considering a purchase which brand do you perceive as being more trendy?
- Titan
 - Fastrack
 - Both equally
 - Neither is particular
18. Which brand do you perceive as being more affordable?
- Titan
 - Fastrack
 - Both equally
 - Neither is particular
19. How likely are you to switch to other brand in future?
- Very likely
 - Likely
 - Neutral
 - Unlikely
20. Which brand do you think as being more innovative?
- Titan
 - Fastrack
 - Both equally
 - Neither is particular
21. Which brand has better availability in stores?
- Titan
 - Fastrack
 - Sonata
 - Timex
22. Compared to other brand Fastrack and Titan?
- Much better
 - Somewhat better
 - About the same
 - Somewhat worse

23. How important is the brand name to you when purchasing a watch?

- Very important
- Somewhat important
- Not very important
- Not important at all

24. While purchasing which brand do you perceive as having a wider range of options?

- Titan
- Fastrack
- Both
- Neither offers

25. How was your purchase with Titan or Fastrack Watches?

- Very positive
- Positive
- Neutral
- Negative

26. Does a personality like Alia Bhatt [Titan] or Sanya Malhotra [Fastrack] influence your decision of buying a particular brand of Watch?

- Yes
- No
- Maybe

27. Any suggestions