



To Study About the Digital Marketing Strategies of Titan Raga Watches

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ABSTRACT:

This study explores the digital marketing strategies employed by Titan Raga Watches, a well-known brand in the watch industry. The objective is to analyze the key digital marketing tactics and campaigns used by Titan Raga Watches to reach and engage their target audience in the digital space.

The study begins with an introduction to digital marketing and its significance in today's competitive business landscape. It highlights the growing importance of digital platforms in reaching a wide range of consumers and the unique opportunities they offer for brand promotion and customer engagement.

Next, the focus shifts to Titan Raga Watches, providing an overview of the brand's history, its positioning in the market, and its target audience. This background information helps in understanding the specific context in which the digital marketing strategies of Titan Raga Watches are implemented.

The study then delves into the various digital marketing strategies utilized by Titan Raga Watches. It examines their website design and user experience, search engine optimization (SEO) efforts, social media marketing campaigns, content marketing initiatives, influencer collaborations, email marketing, and online advertising strategies. Each of these tactics is analyzed in terms of its objectives, execution, and impact on the brand's digital presence and customer engagement.

Keyword: Website Analysis, Social Media Presence, Content Marketing, Mail Marketing, Influencer Marketing.

I. INTRODUCTION

Talking about the watch section, the company has about 11 brands including popular ones like Titan, Sonata, Fastrack and Zoop. It also has the license to sell watches of popular brands like Tommy Hilfiger, Police, Lee Cooper, Kenneth Cole etc. Today, Titan Company Limited has a 65% market share in the watch industry and it contributes to 12.98 per cent of the company's turnover. Now that we know about Titan as a company and its watch segment, let us learn more about the company by understanding its target market by examining Titan's watch segmentation. Titan, one of the largest watchmakers globally, has been around us for a long time and they still have their class maintained to this date. It is no surprise that you might be right now wearing or owning a Titan or Sonata or a FastTrack watch. In this case study, we would specifically go through Titan's watch segment and understand the measures it undertakes to stay relevant in the minds of customers to this date. The presence of a quality marketing strategy can have a very positive influence on the performance of a brand. Being so, a company can take advantage of a number of benefits. Here are some of the marketing strategies that Titan has implemented to come up with a strong and effective marketing plan. Marketing is an initiative to draw the attention of people towards a specific product or service. Such campaigns are also known as promotional activity or simply advertising campaigns. The rapid pace of change and intense competitive pressure in today's marketplace demand that brands continuously innovate and reinvent themselves to maintain their relevance and market position. In this context, brand repositioning and other revitalization strategies have become a business imperative for battling brand erosion. The appeal of brand repositioning is further heightened by the rising costs and high risk associated with launching a new brand. Brand repositioning has received little attention in the marketing literature and has mostly been treated as a variation of brand positioning. Biel, for example, has defined brand positioning as "building (or rebuilding) an image for a brand". The goal of positioning and repositioning strategies relates to the management of consumers' perceptions. However, positioning focuses on the creation of brand associations - consumers' perceptions of the attributes that differentiate the brand from competitive offers - while repositioning also implies managing existing brand associations. The unique challenge of a repositioning Strategy. Thus, lies in rejuvenating the brand image to make it relevant in an evolving environment, while honoring the brand equity heritage.

STATEMENT OF THE PROBLEM

- ❖ Here the necessity for selecting a problem in a marketing research is defined. However the following questions are regarding customer satisfaction.
- ❖ The problem stated as "to what extent the customers are satisfied with the price and quality and also which factors create more influence on the customers.

- ❖ To find the current preference and satisfaction about the watches rooted in the minds of the customers which could be useful in formulating the strategies in future operations of the company.
- ❖ The problem stated as which factor will be enhanced to buy their products and which will help to improve the purchases among the customers. And find out the various problems faced by the customers while purchasing.

OBJECTIVES

- ❖ To study the current scenario of the titan raga wrist watch industry.
- ❖ To study consumer awareness and perception of the digital marketing strategy in Titan raga watch
- ❖ To find out the factors which influence them to buy a titan raga watch
- ❖ To study on consumer and buyer relationship on digital marketing
- ❖ To study the digital marketing of titan raga wrist watches.

RESEARCH METHODOLOGY

Research is an organized systematic and logical enquiry having its aim as the discovery of new facts or the verification of existing one. It is an academic activity and the term is used in a technical sense of defining and refining problems, formulating hypothesis or suggested solution, organizing and evaluating data and testing the solutions to determine whether they fit the hypothesis.

DATA COLLECTION

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which enables one to answer relevant questions and evaluate outcomes. The goal for all data collection is to capture quality evidence which is then translated into rich data analysis and allows building of convincing and credible answers to questions that have been posted.

TOOLS AND TECHNIQUES:

The analysis is done by using

- ❖ Chi Square analysis
- ❖ Percentage analysis
- ❖ Ranking analysis

SCOPE OF THE STUDY

- ❖ The research study to study the digital marketing strategies of titan raga watches will help to understand the awareness level of Titan watches among respondents.
- ❖ It also helps to understand the buying influences, Brand preference and Brand Switching.
- ❖ The research findings of the study will help the Titan Watch Industries Ltd. 4. To frame certain strategies to improve their products.

LIMITATIONS

- ❖ Sample size restricted to 120 customers.
- ❖ The study was focused only in Coimbatore city.
- ❖ Findings of the study purely depend upon the responses given by respondents.

II. REVIEW OF LITERATURE

Selvaraj P., Sasi V(2023) The main objectives of this review were to assess the effect of an intervention on the physiological, psychological, and social well-being of older adults, and to identify the influences of different forms of exercises, counseling, and reminiscence therapy on older adults. For this purpose around 166 studies published within the last 10 years (from 2010- 2021), in English, in various data sources, including Google Scholar, PubMed, Psyc INFO, Scopus, Web of Science, and Research Gate were collected Based on the selection criteria, 20 studies were analyzed in three categories- physiological, psychological, and social well-being. Based on the analysis of these resources, it may be concluded that most of the research evidence

reported that there is a deficient level of well-being in all dimensions among older adults. Psychosocial intervention is both cost-effective and beneficial in promoting older adults' well-being. Based on these findings, it may be recommended that geriatric health and well-being could be restored and promoted by the administration of psychosocial intervention.

Esther Reeta Y(2022) We use a large variety of goods and services in our daily life. These include items like toothpaste, toothbrush, soap, oil, clothes, food items, telephone, electricity and many more. How do all these goods and services reach our home? Obviously the business houses who produce the goods and services have to ensure that these are to be sold, and so they have to make the consumers/users aware of their products and place them at points convenient to the consumers. This involves a number of activities such as product planning, pricing, promotion, use of middlemen (wholesalers, retailer etc.) for sale, warehousing, transportation etc. All these activities taken together are termed as Marketing. In this lesson, we will learn about the concept of marketing, its importance, objectives and functions.

Dr. M. Mahesh Kumar(2022) Today human begins work with the time. The various activities to be performed on generally prescribed on the basis of time factor. Thus, time is considered to be a fresher factor in every walk of life. Now-adays we find no person without a wrist watch and a home without a clock. Thus, the watches have become almost a necessity for human beings, to whichever economic class they belong. This paper contents the consumer behavior and brand preference while selecting the watches special reference to Titan Watches.

VISHAL T(2021) 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 took are exploited to urge scientific evidence and further suggestions useful for the industry have also been presented.

III. PERCENTAGE ANALYSIS

EXHIBIT SHOWING THE CURRENT MODEL OF TITAN RAGA WATCH OWNED BY THE RESPONDENTS

S.NO	MODEL	NUMBER OF RESPONDENTS	PERCENTAGE
1	ROSE GOLD	38	32
2	SILVER DIAL	40	33
3	MOTHER OF PEARL	26	22
4	BLUE DIAL	16	13
	TOTAL	120	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 32% of the respondents own rose gold in Titan raga watch, 33% of the respondents own silver dial in Titan raga watch, 22% of the respondents own mother of pearl in Titan raga watch and 13% of the respondents own blue dial in Titan raga watch.

CHART SHOWING THE CURRENT MODEL OF TITAN RAGA WATCH OWNED BY THE RESPONDENTS

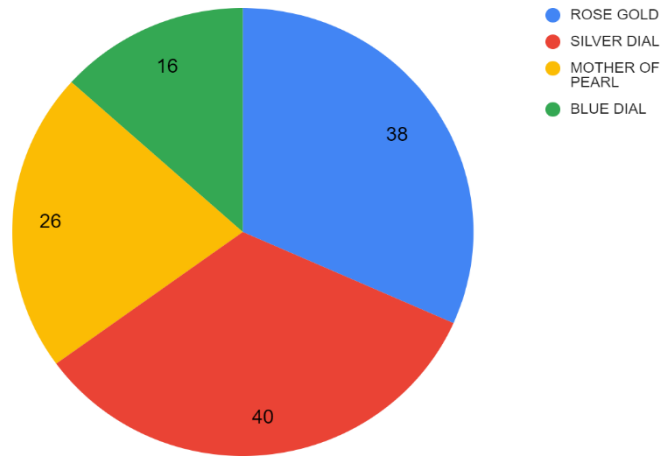


EXHIBIT SHOWING THE FEATURES CONSIDERED WHILE PURCHASING TITAN RAGA WATCH BY THE RESPONDENTS

S.NO	FEATURES	NUMBER OF RESPONDENTS	PERCENTAGE
1	WARRANTY	23	19
2	QUALITY	47	39
3	BRAND IMAGE	33	28
4	STYLE/ DESIGN	7	6
5	OTHERS	10	8
	TOTAL	120	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 19% of the respondents consider warranty of the titan raga watch, 39% of the respondents consider quality of the titan raga watch, 28% of the respondents consider brand image of the titan raga watch, 6% of the respondents consider style/design of the titan raga watch and 8% of the respondents consider others of the titan raga watch.

CHART SHOWING FEATURES CONSIDERED WHILE PURCHASING TITAN RAGA WATCH BY THE RESPONDENTS

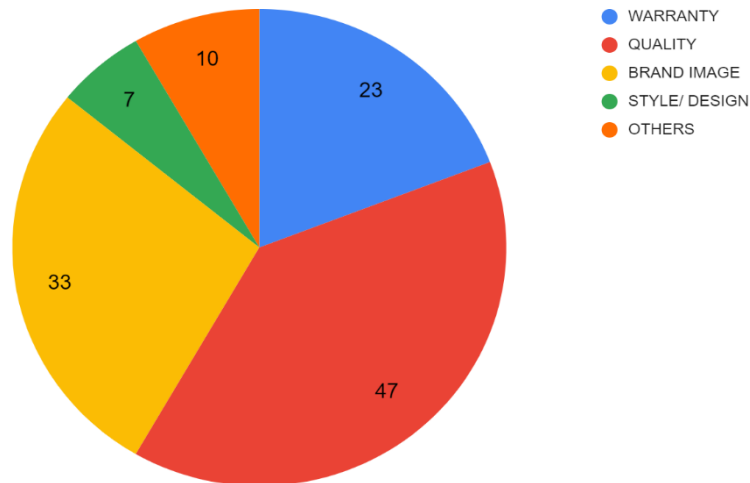


EXHIBIT SHOWING THE LEVEL OF WARRANTY THAT AFFECT WHILE PURCHASING TITAN RAGA WATCH BY THE RESPONDENTS

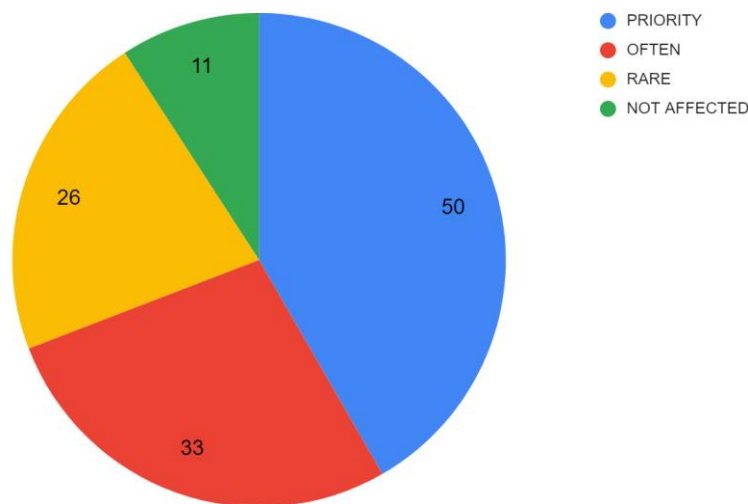
S.NO	LEVEL OF IMPACT ON WARRANTY	NUMBER OF RESPONDENTS	PERCENTAGE
1	PRIORITY	50	42
2	OFTEN	33	27
3	RARE	26	22
4	NOT AFFECTED	11	9
	TOTAL	120	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 42% of the respondents affected by priority level of warranty, 27% of the respondents affected by often level of warranty, 22% of the respondents affected by rare level of warranty and 9% of the respondents has not been affected by the level of warranty.

CHART SHOWING THE LEVEL OF WARRANTY THAT AFFECT WHILE PURCHASING TITAN RAGA WATCH BY THE RESPONDENTS



CHI-SQUARE

TEST

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

TABLE NO 4.3.1

TABLE SHOWING THE COMPARATIVE RELATIONSHIP BETWEEN THE AGE AND TYPES OF TITAN RAGA WATCH

AGE	TYPES OF TITAN RAGA WATCH				TOTAL
	ROSE GOLD	SILVER DIAL	MOTHER OF PEARL	BLUE DIAL	
15-20	24	25	10	9	68
21-25	8	8	9	4	29

26-35	3	7	5	3	18
ABOVE 35	2	1	2	0	5
TOTAL	37	41	26	16	120

O	E	O-E	(O-E)^2	(O-E)^2/E
24	20.967	3.033	9.201	0.439
8	8.942	-0.942	0.887	0.099
3	5.550	-2.550	6.503	1.172
2	1.542	0.458	0.210	0.136
25	23.233	1.767	3.121	0.134
8	9.908	-1.908	3.642	0.368
7	6.150	0.850	0.722	0.117
1	1.708	-0.708	0.502	0.294
10	14.733	-4.733	22.404	1.521
9	6.283	2.717	7.380	1.175
5	3.900	1.100	1.210	0.310
2	1.083	0.917	0.840	0.776
9	9.067	-0.067	0.004	0.000
4	3.867	0.133	0.018	0.005
3	2.400	0.600	0.360	0.150
0	0.667	-0.667	0.444	0.667
TOTAL	120.000			7.362

CHI SQUARE VALUE (X^2) = (Observed value – Expected value)²/Expected value.

Calculated Value of X^2 = **0.0614**

Degree of freedom = (Row - 1)*(Column - 1)

= (4-1)*(4-1)

Degree of Freedom = 9

Significance Level = 0.05

Table value = 16.919

Hypothesis:

H0 There is no significant relationship between age and types of titan raga watches.

H1 There is a significant relationship between age and types of titan raga watches.

INTERPRETATION:

In the above comparative analysis, the calculated value (**0.0614**) is more than the table value 16.919 at 0.05 level of significance. Hence Null hypothesis is accepted.

Thus, there is no significant relationship between age and types of titan raga watches.

IV. FINDINGS

PERCENTAGE ANALYSIS

1. The majority of 33% of the respondents own silver dial in titan raga watches.
2. The majority of 39% of the respondents consider the quality of the Titan raga watch.
3. The majority of 42% of the respondents were affected by priority level of warranty.
4. The majority of 47% of the respondents use metal strap material.
5. The majority of 32% of the respondents purchase titan raga watches as birthday gifts.

CHI SQUARE TEST:

Thus, there is no significant relationship between age and types of titan raga watches.

V. SUGGESTION

- ❖ The respondents feel that the price of Titan watches is too high. They anticipate a reduction in the price, which can be affordable to all common classes of people.
- ❖ The service for the new watches should be improved.
- ❖ One service mechanic must be provided by the company at every showroom to ensure consumers good service and advice.
- ❖ Some respondents feel that the price of spares of Titan watches is high and suggest a reduction in prices.
- ❖ Some more attractive festival offers and gifts should be given on purchases.
- ❖ All varieties of watches should be made available in showroom, which cater to the taste of different income group customers.

VI. CONCLUSION:

The Titan brand of watches coming from the Titan industries is known for quality and performance in the domestic and international markets. The consumers of Titan brand watches are highly satisfied customers having pride in owning and wearing the most sophisticated, highly reliable and superior performance watch. Titan brand watches are in great demand not only in India but also abroad. It is owing to the fact that they come from a Tata group company.

The turnover of the titan brand of watches has shown an uptrend from year to year. Titan watches enjoy a lion's share in the domestic watch market.

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