



THE STUDY ON CONSUMER SATISFACTION TOWARDS TITAN WATCHES WITH SPECIAL REFERENCE IN COIMBATORE CITY

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ABSTRACT :

Consumer delight plays a crucial position in figuring out the achievement of a logo in a competitive marketplace. This observe aims to research purchaser delight toward Titan watches, with a special reference to Coimbatore City. The research specializes in key factors including product best, layout, pricing, logo popularity, sturdiness, and after-income service that have an effect on client pride. A structured questionnaire become used to acquire records from Titan watch users in Coimbatore, and the responses were analyzed the usage of statistical tools. The findings of the observe provide insights into customer possibilities and expectations, helping Titan enhance its products and services to beautify purchaser satisfaction. The observe also highlights the impact of brand loyalty and phrase-of-mouth suggestions in influencing purchase selections. The effects can be useful for entrepreneurs and retailers to formulate effective strategies for improving client revel in and emblem positioning inside the watch industry.

INTRODUCTION

Marketing is the technological know-how of assembly the needs of a purchaser with the aid of supplying treasured products to purchasers by means of making use of the knowledge of the organisation and so gain organizational goods. Production and advertising of goods and provider are the essence of economic life in any society. All corporations performs these two basic functions to satisfy their commitment to their stakeholders the proprietors. The customer and society, at massive. They create a benefit which is the need pleasurable energy of a great or service. Marketers assume that by way of understanding what purpose the purchasers to shop for precise goods and offerings, they will be able to decide which products are wished in the, market vicinity, which might be obsolete, and the manner pleasant to the goods to the clients. Consumer pride is the have a look at how character consumer, companies, or agencies choose, purchase, use and dispose thoughts, goods, and services to meet their wants and needs. It refers back to the motion of customers in the marketplace vicinity and underlying motives for those motion.

This look at specializes in purchaser pride in the direction of Titan watches, one in all India's most renowned watch manufacturers. Titan, a subsidiary of the Tata Group, has hooked up itself as a market chief inside the watch enterprise by presenting a various range of fashionable, long lasting, and tremendous timepieces. Today, this department has placed Titan corporation a few of the international's largest retail networks & earned the corporation the vicinity of fifth largest incorporated watch manufacture within the world with over 4000 employees spread over three commercial enterprise devices in Bangalore, India a production unit at Hossur & 3 meeting vegetation positioned in the north of India, the division continues to feature world-class manufacturers to the enterprise's portfolio The take a look at intends to examine various of things that have an effect on customer pleasure, along with product first-class, design, brand perception, after the sale servicing, and trendy consumer experience.

The take a look at gathers and examines client remarks the usage of manner that includes surveys and records analysis on the way to perceive the primary elements that influence satisfaction. The studies affords significant insights into the dynamics of purchaser pleasure inside the watch industry by means of targeting Titan watches. The look at's conclusions can assist Titan with its marketing plans, new product thoughts, and brand positioning. They can also increase know-how approximately client satisfaction within the watch industry.

STATEMENT OF PROBLEM

Consumer satisfaction performs a critical role in the success and sustainability of any brand, especially in the aggressive watch enterprise. Despite being a leading watch logo, Titan faces demanding situations in meeting evolving purchaser expectations because of converting traits, pricing competition, and the upward push of smartwatches. While recognised for best and layout, it's far critical to evaluate whether Titan watches fulfill customers in terms of durability, affordability, functions, and after-income carrier.

OBJECTIVES OF THE STUDY

1. To discover the expectation of titan watch customer
2. To discover the satisfaction level of customer in the direction of titan watches.

3. To estimate the brand loyalty of titan.
4. To apprehend the effectiveness of titans after sales services.
5. To offer hints for improving satisfaction

RESEARCH METHODOLOGY

The look at is based totally on primary facts accrued from respondents in Coimbatore City. Using a easy random sampling technique, a pattern of 158 titan watches users become randomly decided on and interviewed to accumulate precise statistics concerning their pleasure with titan watches. The direct questionnaire method changed into hired to gather information from the respondents. The gathered records were then tabulated and analyzed the usage of easy statistical strategies

$$\frac{\text{No. Of respondent}}{\text{Sample size}} = \frac{\quad}{\quad} \text{ one hundred}$$

SCOPE OF THE STUDY

1. This studies typically ambitions to study and studies on purchaser pleasure towards titan watches.
2. It evaluates the position of after income services and consumer support in patron enjoy.
3. To understand approximately the logo price in client thoughts.
4. The study gives recommendation for titan to beautify patron pride.
5. It goals to perceive the strengths and areas for development in titan watches.

LIMITATIONS OF THE STUDY

- 1) A examine is primarily based of client delight so it could vary from person to individual.
- 2) Bias response from the purchaser.
- 3) Limitation of time period.
- 4) The place of have a look at is confined to Coimbatore city. Hence the end result might not be authentic for other place.
- 5) Total wide variety of response became confined

REVIEW OF LITERATURE

1) **Gazal Gupta, Dr. Binod, and Dr. Vimal Bhatt (2022)** The studies conducted by way of Gazal Gupta, Dr. Binod, and Dr. Vimal Bhatt in 2022 ambitions to understand the important thing elements influencing consumer pleasure closer to Titan watches. The have a look at identifies several important determinants, together with product layout, sturdiness, brand recognition, and customer service. Findings suggest that Titan's reputation for producing stylish and lengthy-lasting timepieces plays a big role in riding customer delight. Additionally, the study highlights the strength of phrase-of-mouth advertising, as many purchasers rely upon pointers from buddies and circle of relatives while making purchasing choices. Positive stories shared by way of present Titan customers make stronger accept as true with within the logo, making it a desired preference inside the competitive market. The observe additionally examines areas in which client expectations won't continually be met, together with after-income carrier and affordability. Some respondents specific worries about repair services and guarantee strategies, suggesting that enhancements in customer service should further decorate pride stages. Ultimately, the studies concludes that Titan's robust logo recognition, coupled with continuous upgrades in layout and carrier, is vital for maintaining long-time period client loyalty.

2) **Vishal T (2021)** Vishal T's research makes a speciality of figuring out the number one elements that have an impact on purchaser buying behavior and delight with Titan watches. The observe reveals that pricing, product availability, and after-sales service are the maximum vital determinants of client pleasure. Titan's significant retail and online presence undoubtedly impact patron reviews by using making sure that products are without problems accessible. However, the studies additionally highlights fee sensitivity as a sizable challenge, particularly among younger consumers who regularly are seeking for greater less expensive alternatives. The look at shows that whilst Titan's premium pricing aligns with its emblem picture, supplying greater price range-friendly alternatives or flexible financing plans may want to attract a broader target audience. Additionally, Vishal T's research emphasizes the importance of efficient after-sales service, as delay s in maintenance and customer service problems can negatively have an effect on typical pride. The take a look at concludes that even as Titan enjoys strong customer loyalty, refining its pricing strategy and improving service performance may want to further improve patron retention and market competitiveness.

3) **Economic Times (March 10, 2012)** This article discusses Titan's method inside the way of life category, presenting valuable insights into how the brand has located itself in the Indian marketplace. It examines Titan's efforts to amplify beyond conventional timepieces, integrating fashion elements into its watch designs. The article highlights Titan's potential to stability history and innovation, making it a desired emblem amongst Indian clients. The evaluation also sheds mild on Titan's challenges, in particular in competing with worldwide brands inside the luxury phase.

COMPANY OVERVIEW

HISTORY

Titan Company Limited (Titan) is a joint project among the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO). The company is engaged in production of watches jewelry precision engineering and eyewear. With India's two maximum recognized and cherished brands Titan and Tanishq to its credit, Titan Industries is the 5th largest integrated watch producer within the international.

The Company turned into integrated on twenty sixth July 1984 at Chennai below the name Titan Watches Limited. The Company undertook to set up a plant for the manufacture of quartz analog digital watches in the State Industries Promotion Corporation of Tamil Nadu, Ltd. Industrial location at Hosur. In the equal 12 months the company entered right into a collaboration agreement with France Ebauches (FE) of France, manufacturers of watch moves and additives, for technical documentation, help in procurement of producing equipments, raw substances, and so on.

TABLE 4.1.1

THIS TABLE IS SHOWING THE GENDER OF RESPONDENTS

PARTICULARS	NUMBER OF RESONDENT	PERCENTAGE
MALE	96	61.8%
FEMALE	60	38%
PREFER NOT TO SAY	02	1.2%
TOTAL	158	100

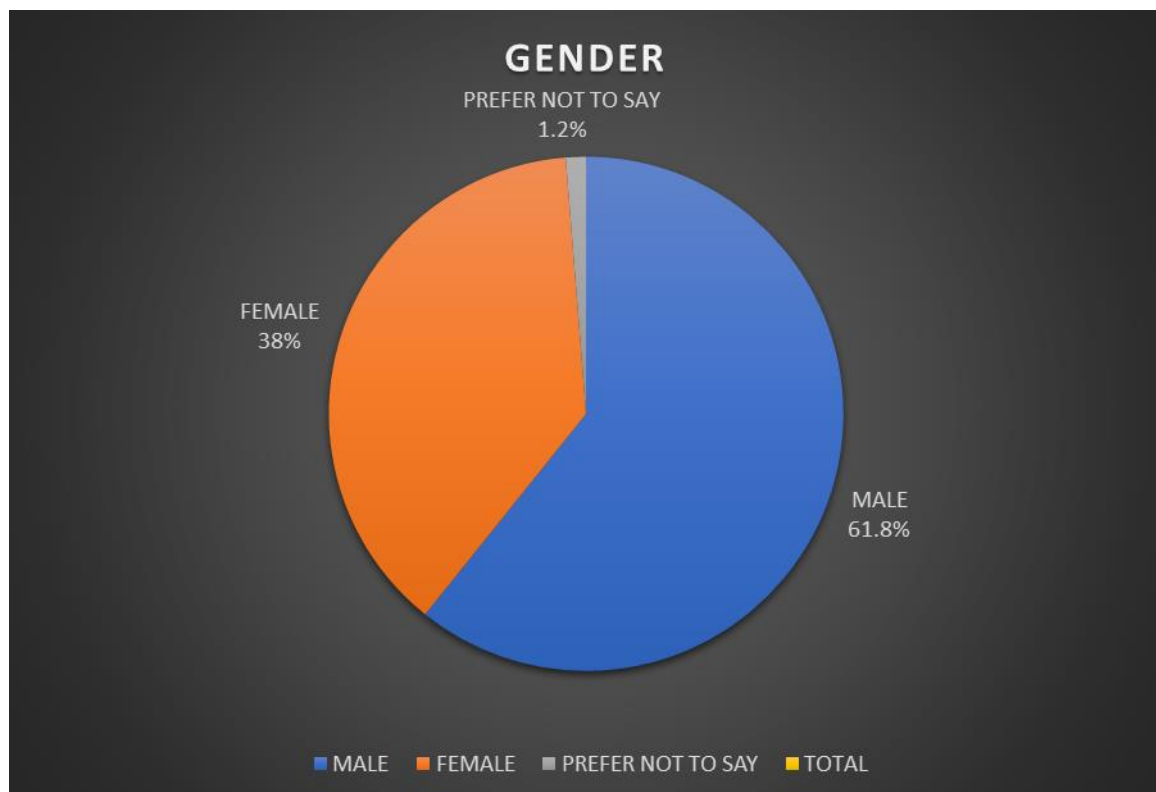
SOURCE: PRIMARY DATA

INTERPRETATION

The data shows a male majority (61.8%), with lower female participation (38%) and minimal non-disclosure (1.2%). This suggests stronger male engagement with the product or survey.

CHART 4.1.1

THIS CHART IS SHOWING THE GENDER OF RESPONDENTS



INFERENCE

The majority of respondents 61.8% male showing the gender.

TABLE 4.1.2

THIS TABLE IS SHOWING THE AGE OF RESODENTS

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Below 18	12	7.6%
18-25	78	49.4%
26-35	30	19%
36-45	25	15.8%
46 and above	13	8.2%
Total	158	100%

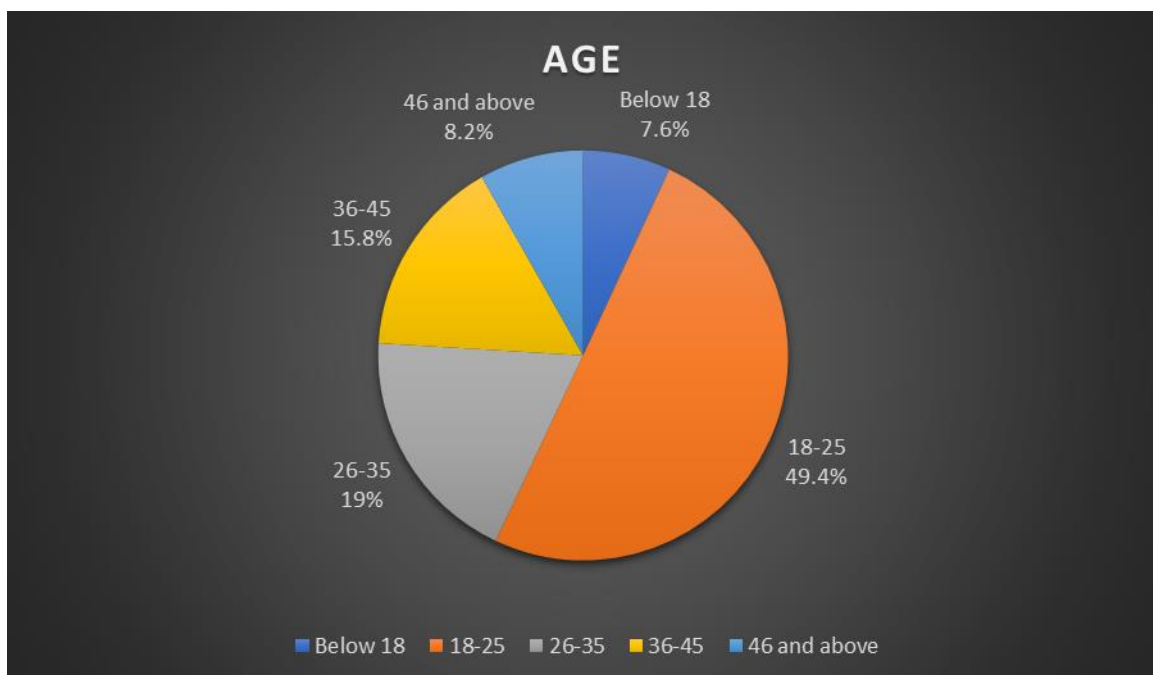
SOURCE: PRIMARY DATA

INTERPRETATION

The majority of respondents are 18-25 years old (50%), followed by 26-35 (18.9%), showing strong engagement from young adults. Lower participation from below 18 (6.9%) and 46+ (8.2%) suggests lesser appeal among younger teens and older adults.

CHART 4.1.2

THIS CHART IS SHOWING THE AGE OF RESPONDENDS

**INFERENCE**

The majority of respondents is 49.4% between 18-25 showing age.

FINDINGS

1. Male respondents (61.8%) dominate the survey, indicating stronger male engagement with Titan watches.
2. Young adults (18-25 years) form the most important customer institution (50%), displaying better emblem enchantment amongst this segment.
3. Students (32.3%) and running professionals (personnel & business people, 27.8% every) are the important thing consumer segments.
4. A giant portion of respondents (24.4%) belong to the lower-income group (< ₹25,000), suggesting affordability is a key component.
5. Social media (31%) is the most influential supply of facts, followed by way of circle of relatives/friends (24%).
6. Price (28.5%) is the primary component influencing patron desire, observed through layout (25.9%) and brand recognition (22.8%).
7. Most clients (34.8%) pick spending between ₹2,000-₹5,000 on watches
8. Digital watches (36.7%) and smartwatches (33.5%) are the maximum preferred categories
9. Jewelry stimulated patterns (33.5%) and extremely-skinny models (28.4%) are the most sought-after designs.
10. Consumers prioritize particular layout (29.7%) and affordability (29.1%) over emblem accept as true with (26.6%).

SUGGESTIONS

Based at the survey findings on patron delight in the direction of Titan watches in Coimbatore, several key techniques can beautify emblem appeal and engagement. Since teens, students, and operating professionals form the biggest client base, Titan ought to recognition on trendy, cheap designs with virtual and smartwatch features. Given the high have an effect on of social media and word-of-mouth, the emblem have to fortify its virtual advertising and marketing and influencer collaborations. Addressing concerns approximately pricing and product problems via imparting higher assurance services and durability enhancements can enhance consider

CONCLUSION

The observe on client pride towards Titan watches in Coimbatore City reveals that Titan has correctly mounted itself as a depended on and desired logo amongst customers. The majority of respondents expressed delight with the emblem's quality, design, durability, and emblem popularity. Features like inexpensive pricing, warranty services, and extensive product variety have further contributed to nice consumer perceptions. However positive factors inclusive of after-income service, pricing for premium fashions, and availability of more moderen designs will be progressed to enhance consumer pride similarly. By addressing these worries, Titan can beef up its position within the competitive watch market in Coimbatore.

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