



## A Study on Titan Watches Brand Repositioning Strategy

*Ms. R. Akshaya Sudarshana<sup>1</sup>, Janani. M<sup>2</sup>*

<sup>1</sup>Assistant professor, Department of commerce professional accounting, Sri Krishna Adithya College of Arts and Science, Coimbatore  
akshayasudarshanar@skacas.ac.in

<sup>2</sup>Student, REGISTER No: 222AK0785, Department of commerce professional accounting, Sri Krishna Adithya College of Arts and Science, Coimbatore Jananimurugesan685@gmail.com

### 1. INTRODUCTION

In the dynamic landscape of consumer brands, staying relevant is both a challenge and a necessity. Titan Watches, a flagship brand of the Tata Group, has long been a household name in India, symbolizing reliability, elegance, and emotional value. Launched in 1987 as a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO), Titan revolutionized the Indian watch market by offering a blend of technology and design at a time when choices were limited and largely uninspiring. However, as consumer preferences evolved and global players entered the Indian market, Titan faced growing pressure to redefine its identity. The rise of millennial and Gen Z consumers, the shift towards smartwatches, and the increasing demand for lifestyle and fashion-oriented products necessitated a strategic pivot. In response, Titan undertook a comprehensive brand repositioning strategy—transforming itself from a traditional timekeeping brand into a contemporary symbol of style, innovation, and self-expression. This study delves into the strategic journey of Titan's brand repositioning, exploring the factors that prompted the change, the execution of its multi-brand architecture, and the impact it has had on consumer perception and market positioning. Titan's story offers valuable insights into how legacy brands can remain timeless by embracing transformation.

### 2. STATEMENT OF PROBLEM

This study is to Analyze the brand repositioning strategies towards Titan watches by Titan Industries. The problem stated as which factor will be enhance to buy their products and which will help to improve the purchases among the customers. And find out the various problem faced by the customers while purchasing. 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. REVIEW OF LITERATURE

- Srinivasan et al. (2011), Indian brands often reposition themselves to cater to younger, more aspirational consumers. Brands like Raymond, Bajaj, and Airtel have undergone successful repositioning exercises to stay competitive.
- Kotler and Keller (2012) state that brand repositioning becomes necessary when a brand starts losing relevance or when there is a significant change in the socio-economic or competitive landscape. It is often used as a strategy to revitalize a brand, attract new customer segments, or distance from outdated perceptions.
- Rao and Sharma (2013) argue that brand repositioning in such dynamic markets is not just an option but a necessity. Titan recognized this and adapted its product line, tone of voice, and sub-brand offerings accordingly.
- Kumar and Sood (2015), brand repositioning carries risks such as alienating existing customers or diluting brand equity. For Titan, balancing its legacy image with modern aspirations has been a delicate task.
- Iyer and Kashyap (2016), Fastrack's bold, edgy, and irreverent branding marked a sharp departure from Titan's conservative image, helping Titan expand its market share among young urban consumers.
- Koshy and Saha (2017), Fastrack's repositioning allowed Titan to cater to a younger audience without diluting its core brand identity.

#### 4. OBJECTIVES OF THE STUDY

- To study the current scenario of Indian wrist watch industry- TITAN
- To review the brand positioning strategies of different sub-brands of Titan watches.
- To analyze the brand repositioning strategies of Titan watches.
- To study consumer awareness and perception about the brand repositioning strategies of Titan Watches.

#### 5. RESEARCH METHODOLOGY

The primary data used in this study through questionnaire method. The secondary data were collected from various books, journals, magazines and websites. The sample size has been taken among 150 respondents. The random sampling technique used in this study.

#### STATISTICAL TOOLS FOR ANALYSIS

The following statistical tools are used in this study for the purpose of analysis:

- Simple Percentage Analysis
- Rank analysis
- Chi-Square

#### 6. LIMITATIONS OF STUDY

- The results project and findings are confined to a limited area.
- The opinion of the respondents may be biased.
- Time and resource constraints.
- The questions included in the questionnaire may not be comprehensive.

#### 7. ANALYSIS& INTERPRETATION OF DATA

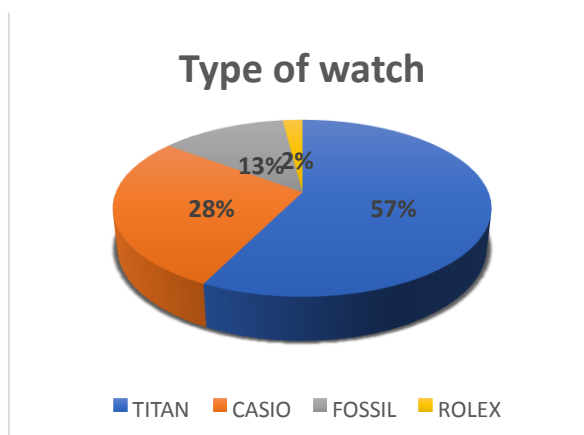
##### 7.1 SIMPLE PERCENTAGE METHOD

Table showing the type of watch currently using by the Respondents

Types of Brand	Frequency	Percentage
Titan	86	57%
Casio	42	28%
Fossil	19	13%
Rolex	3	2%
<b>Total</b>	<b>150</b>	<b>100%</b>

#### Interpretation

The above table represents that 57% of the respondents using Titan watches, 28% of the respondents using Casio watches, 13% of the respondents are using fossil watches, and 2% of the respondents are using Rolex watches.



## 7.2 RANK ANALYSIS

Table showing the Effectiveness of Titan's Marketing Strategy among the Respondents

Effectiveness of Titan's Marketing Strategy	5	4	3	2	1	Total	Rank
Television	134	5	5	5	1	716	1
Digital Marketing	16	119	13	2	—	599	2
Celebrity Endorsement	19	18	108	5	—	501	3
In-Store Branding and promotions	12	37	24	76	1	433	4
Print advertising	19	16	19	16	76	344	5

### Interpretation

The above table reveals that the respondents know the effectiveness of marketing strategy through Television are ranked first, followed by digital marketing, celebrity endorsement, in-store branding and promotions, print advertising.

## 7.3 CHI – SQUARE ANALYSIS

Table showing the age of the respondents and Kind of strap preferred by the respondents

Age	Strap Kind			Total
	Leather	Metal	Ceramic	
18-25 years	24	22	65	111
25-35 years	6	4	10	20
35-45 years	5	2	9	16
Above 45 years	1	1	1	3
<b>Total</b>	<b>36</b>	<b>29</b>	<b>85</b>	<b>150</b>

### CALCULATION OF $\chi^2$

O	E	(O-E)	(O-E) <sup>2</sup>
24	26.64	-2.64	6.96
6	4.8	1.2	1.44
5	3.84	1.16	1.34
1	0.72	0.28	0.07
22	21.46	0.54	0.29
4	3.86	0.14	0.01
2	3.09	-1.09	1.18
1	0.58	0.42	0.17
65	62.9	2.1	4.41
10	11.33	-1.33	1.76

9	9.06	-0.06	0.003
1	1.7	-0.7	0.49
<b>150</b>	<b>149.98</b>	<b>0.02</b>	<b>18.123</b>

### CHI-SQUARE VALUE ( $\Sigma$ ) (OBSERVED VALUE-EXPECTED VALUE)<sup>2</sup>

#### EXPECTED VALUE

#### EXPECTED VALUE

$$18.123/149.98$$

$$=0.120$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW}-1) * (\text{COLUMN}-1)$$

$$= (4-1) * (3-1)$$

$$= 6$$

$$\text{CALCULATED VALUE } X = 0.120$$

$$\text{TABLE VALUE} = 12.592$$

#### HYPOTHESIS

HO: There is no significant relationship between age of the respondents and duration/time of consuming milk

H1: There is a significant relationship between age of the respondents and duration/time of consuming milk

Level of significance = 5% or 0.05

Degree of freedom = 6

Chi-square value  $X = 0.120$

Table value = 12.592

#### Interpretation

In the above analysis, the calculated value (0.120) is less than the value (12.592) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between age and preference of strap kind of the respondents.

#### SUGGESTIONS

- Introduce more trendy and innovative designs
- Focus on niche markets such as working men and women
- Spread awareness about availability of watches in lower segments as most of the consumers feel that Titan brand is synonymous with premium watches.
- Take steps to change consumer perception that Titan watches are high priced.

#### CONCLUSION

Titan watches repositioning strategy focuses on evolving the brand into a premium, aspirational, and tech-savvy watchmaker while staying true to its legacy of craftsmanship and innovation. By targeting young professionals, tech enthusiasts, and luxuryconscious consumers, Titan can strengthen its appeal across diverse customer segments. A well-executed repositioning will not only boost brand perception and sales but also reinforce Titan as a brand that blends heritage with innovation, elegance with technology, and tradition with modernity—ensuring its relevance for the next generation of watch buyers.

---

**BIBLIOGRAPY**

---

**REFERENCES:**

1. Srinivasan, R., Sharma, A., & Sheth, J. (2011). Repositioning strategies of Indian brands to attract aspirational consumers. *Journal of Brand Management*, 18(4-5), 309– 318.
2. Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education.
3. Rao, V., & Sharma, S. (2013). Brand evolution in dynamic markets: A study of Indian consumer brands. *International Journal of Marketing Studies*, 5(6), 45–53.
4. Kumar, V., & Sood, A. (2015). Risks and rewards in brand repositioning: The Indian context. *Asian Journal of Management Research*, 6(2), 123–130.
5. Iyer, G., & Kashyap, A. (2016). Fastrack: Breaking away from tradition to engage youth. *Case Studies in Marketing*, 2(1), 88–94.

**WEBSITES**

[www.marketingprofs.com](http://www.marketingprofs.com)

[www.brandingstrategyinsider.com](http://www.brandingstrategyinsider.com)