



A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN WATCHES WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT :

Customer satisfaction, specifically in the context of watches, goes beyond product quality and aesthetics. It is about meeting or exceeding customer expectations regarding price, after-sales service, and the buying experience. Satisfaction plays an essential role in enhancing customer loyalty, reducing churn, and increasing repeat purchases. In the case of Titan, customer satisfaction is influenced by its product range, pricing structure, brand image, customer service, and overall shopping experience. Titan's ability to continuously assess customer satisfaction and adapt its offerings accordingly has allowed it to maintain a loyal customer base despite increasing competition. Why Customer Satisfaction is Important for Titan

Keywords: Customer Satisfaction, Quality of the Product, Customer Opinion towards the product.

1. INTRODUCTION:

Titan, founded in 1984, is an iconic brand that has shaped India's watch industry. Initially a joint venture between the Tata Group and Tamil Nadu Industrial Development Corporation (TIDCO), Titan sought to bring modern timepieces to India's market, an industry that was previously dominated by brands like HMT and Timex. Titan revolutionized the watch industry by focusing on quality, innovative designs, and affordability. Titan's growth in Coimbatore is attributed to both its robust retail presence and the growing purchasing power of consumers in the city. Titan holds a dominant position in India's watch market. It is recognized for offering value-for-money products that blend style and functionality. The brand has established a reputation for excellence and reliability, which resonates deeply with Indian consumers, particularly in Coimbatore. Titan's brand image is built on its legacy of quality, its product diversity, and its customer-first approach. Titan's reputation is strengthened through its retail partnerships, which have enabled it to provide an accessible and seamless purchasing experience. Titan's brand image can be described as modern, aspirational, and trustworthy. The company's positioning focuses on being a brand that is both aspirational and accessible for a wide spectrum of Indian consumers, which is why Titan resonates so well with Coimbatore's diverse population. The company's product innovation led to the development of sub-brands such as Sonata (for the budget segment) and Titan Raga (for women's watches). These additions allowed Titan to cater to a broad range of customers across different price points and demographic groups.

2. STATEMENT OF THE PROBLEM:

Although Titan enjoys a strong market position, there are emerging challenges related to customer satisfaction in Coimbatore. As competition increases and customer preferences evolve, Titan must maintain its edge in terms of product quality, pricing, and service offerings. This study seeks to understand the current satisfaction levels of Titan customers in Coimbatore and uncover the specific factors influencing these satisfaction levels. Key Issues Identified:

1. Increased competition from both traditional watchmakers and new entrants in the smartwatch category.
2. Changes in consumer preferences, particularly with the younger demographic's shift towards smartwatches.
3. Concerns over after-sales service and customer support in the region.

3. OBJECTIVES OF THE STUDY:

- To identify the key factors contributing to customer satisfaction, such as product quality, price, brand image, after-sales service, and the overall shopping experience.
- To assess the buying behavior of customers in Coimbatore, focusing on their preferences for specific types of watches (e.g., analog, digital, smartwatches).
- To suggest areas for improvement in Titan's product offerings and services based on customer feedback.

4. REVIEWS AND LITERATURES:

1 Review of literature 1. Kotler and Keller (2012) said that "satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations". Whereas, customer satisfaction according to Jahanshahiet al. (2011) is "customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer acquisition costs". However, it is in contrast with the research of Tu et al. (2013) which indicated that "customer satisfaction is viewed as influencing repurchasing intentions and behaviour which, in turn, leads to an organization's future revenue and profits".

2. Crosby, Evan and Cowles (1990) and Kim and Cha (2002) state that customer satisfaction is defined as an experience based on customer evaluations or evaluations, namely reality greater than expectations, factors that influence customer satisfaction if expectations are smaller than reality. then the customer is not satisfied, whereas if the reality is greater than expectation then said the customer is satisfied.

3. Kotler and Keller (2008) expressed satisfaction is feeling happy or disappointed someone emerged after comparing between perception on the performance or the results of a product and hope- Hopes. Satisfaction is a function of perception /impression of the performance and hope.

4. Kotler and Armstrong (2012) defined that "customer satisfaction is the extent to which product's perceived performance matches a buyer's expectations." Customer satisfaction consists of several indicators, namely loyalty, satisfaction, repurchase interest, small desire to make a complaint, the willingness to recommend the product, and the reputation of the company (Kotler and Keller, 2012; Nguyen and LeBlanc, 1998).

5. VISION AND MISSION:

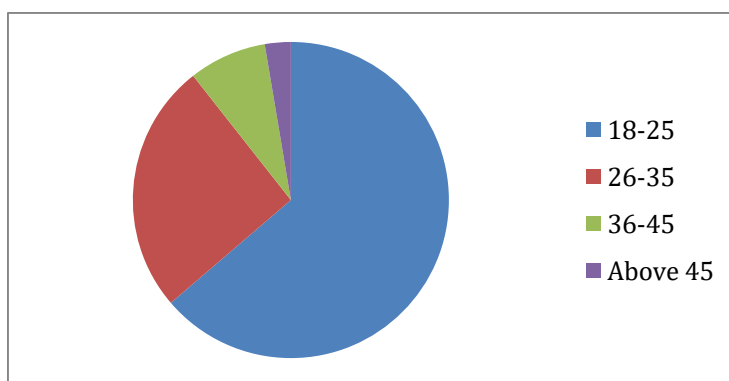
- **Vision:** Titan aims to "become the most respected and loved brand in India, offering quality products that appeal to consumers' desires for elegance, precision, and modernity."
- **Mission:** Titan's mission is to provide customers with products that combine excellence, innovation, and style, thus transforming the way people perceive and experience time-keeping and life style accessories.
- **Core Values:** Titan follows a set of strong values that define its operations Innovation: Titan's continuous focus on creating innovative products, whether through traditional watches, smartwatches, or eyewear, keeps the brand ahead of competitors.
- **Customer-Centricity:** Titan believes in providing the best customer experience, focusing on after-sales service, and maintaining trust and satisfaction levels.
- **Excellence:** The company has a commitment to delivering excellence, whether in product quality, service, or business processes.
- **Sustainability:** Titan is focused on responsible growth, ensuring that its operations minimize negative environmental and social impacts.

6. ANALYSIS AND INTERPRETATION:

6.1. PERCENTAGE ANALYSIS:

DEMOGRAPHIC FACTOR

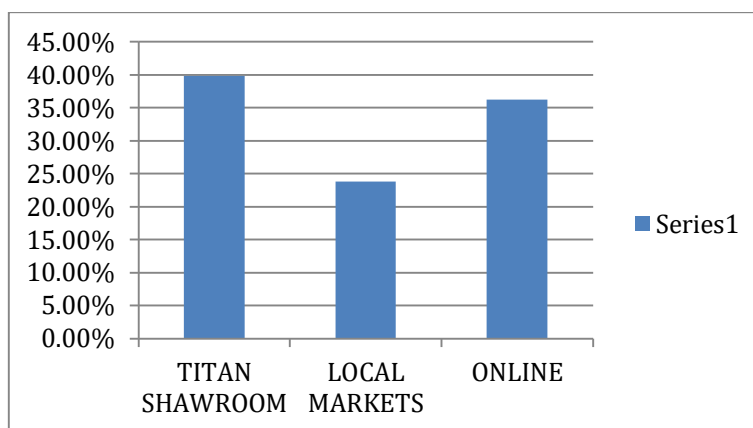
1. AGE:



INTERPRETATION:

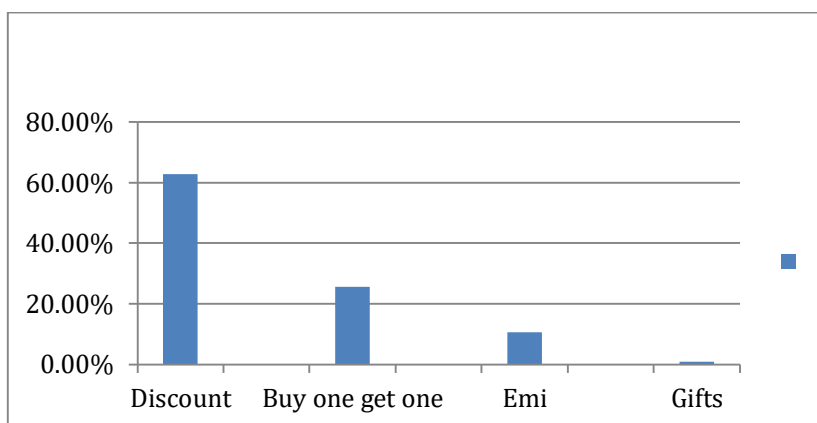
The above table indicates that 63.72% of the respondents are between the age group of 18-25. 25.66% of the respondents are between the age group of 26-35 YEARS, 7.96% of the respondents are under the age group of 36-45 YEARS and remaining 4.5% of the respondents are above 45.

2.USUALLY BUY TITAN WATCHES:



INTERPRETATION:

The above table indicates that 39.8% of the respondents are from Titan Showroom. 23.8% of the respondents are from local markets. 36.2% of the respondents are from On3.WHERE 3.OFFERED PROVIDED BY TITAN WATCHES:



INTERPRETATION:

The above table indicates that 62.83% of the respondents are from Discount. 25.66% of the respondents are from buy one get one. 10.62% of the respondents are from Emi,0.88%of the respondents are from gifts..

7. FINDING, SUGGESTION AND CONCLUSION

7.1 FINDING:

Brand Trust & Reputation Most customers prefer Titan due to its strong brand reputation, reliability, and quality Repeat customers trust Titan for durability and service. Customers appreciate the quality, design, and variety of watches. Some customers feel that Titan should introduce more trendy and smart features to compete with other brands.

7.2 SUGGESTION:

- Many customers expect efficient after-sales services like repairs and warranty claims. Titan should enhance service centers in Coimbatore with quicker turnaround times and better customer support.
- Customers often look for more styles and features. Titan should introduce more trendy and budget-friendly models catering to different age groups and preferences.
- Since price sensitivity is a factor, periodic discounts, exchange offers, and EMI options can attract more customers

7.3 CONCLUSION:

The study on customer satisfaction towards Titan watches in Coimbatore reveals that Titan enjoys strong brand loyalty and a positive reputation for quality, durability, and design. Most customers are satisfied with the brand's product range and trust its reliability. However, certain areas, such as pricing, after-sales service, and product variety, require improvements to further enhance customer satisfaction. To sustain and expand its market share in Coimbatore, Titan should focus on strengthening its customer engagement strategies, improving service responsiveness, and introducing models catering to diverse customer preferences. By addressing these factors, Titan can continue to be a preferred watch brand in Coimbatore while maintaining high customer satisfaction and loyalty. Additionally, Titan's retail experience in Coimbatore plays a significant role in influencing customer perceptions. Well-trained staff, better in-store ambiance, and seamless online- to offline integration can improve the overall buying experience.