

# A Study on Customer Satisfaction of Titan Watches

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## Abstract

This study looks on the level of customer satisfaction with Titan watches, a well-known brand in the watch industry. The study intends to examine a number of factors that affect consumer satisfaction, such as product quality, design, brand perception, after the sale servicing, and general customer experience. The study gathers and examines customer feedback using a thorough process that includes surveys and data analysis in order to identify the primary factors that influence satisfaction. The research provides significant insights into the dynamics of customer satisfaction within the watch industry by concentrating on Titan watches. The study's conclusions can help Titan with its marketing plans, new product ideas, and brand positioning. They can also advance knowledge about customer satisfaction in the watch industry.

**Keywords:** Customer satisfaction, Expectation, Watch, Product, Price, Design

## Introduction

One well-known brand in the watch industry is Titan Watches, which is praised for its creative designs, great craftsmanship, and wide range of products. Understanding client satisfaction with Titan Watches is essential for maintaining competitiveness and building brand loyalty as consumer tastes and market dynamics change over time.

There are many brands competing for consumers' attention in the highly competitive watch industry. In order to shape brand perception, repurchase intentions, and overall market success in this competitive marketplace, consumer satisfaction is essential. Even with Titan Watches' well-established brand and market presence, it is crucial to regularly assess customer satisfaction in order to spot areas for development and keep customers loyal. Customer satisfaction levels are greatly impacted by elements including product quality, after-sales care, pricing, design aesthetics, and brand image.

Previous research on customer satisfaction have provided important information on the factors that influence and outcome from satisfaction in the watch industry. However, with Titan Watches' unique brand positioning and the dynamics of the market, empirical research focusing on consumer happiness is still necessary.

## History of wrist watches

The origins of watches may be traced back to the 16th century in Europe, when portable spring-driven clocks made their initial appearance in the 15th century. From the 16th until the mid-20th centuries, engineers and inventors created the mechanical watch, which was wound around a mainspring to operate gears and the hands. A revolving balance wheel was used to keep time. The quartz watch, which used a

vibrating quartz crystal to keep time and ran on electricity, revolutionized the watchmaking industry in the 1960s. The "quartz crisis" was the period in the 1980s when mechanical timepieces began to lose market share to quartz watches. In the watch industry, mechanical timepieces are still in demand, although as of 2020, quartz mechanisms account for the great majority of watches. Women have used wristwatches mostly since the beginning, while males have worn pocket timepieces until the early 20th century. By the middle of the 1800s, most watchmakers were manufacturing a variety of women's wristwatches, which were frequently sold as bracelets. Longines was the first Swiss firm to assemble watches under one roof and the first watch trademark in the world when it was founded in 1832. Around the end of the nineteenth century, military men began to wear wristwatches as the necessity of coordinating movements during combat without possibly giving away the strategy to the adversary through signals became more apparent. Officers started strapping the watches to their wrists after they realized it was impossible to use pocket watches while riding a horse or in the heat of combat. A wristwatch design with the now-standard wire lugs was patented in 1903 by the Swiss business Dimier Frères & Cie. The first Brazilian pilot, Alberto Santos-Dumont, asked his friend, Louis Cartier, a French watchmaker, to create a watch that would be helpful for him to use while flying in 1904. After relocating to London in 1905, Hans Wilsdorf founded Wilsdorf & Davis, a company that eventually became Rolex, offering premium watches at reasonable costs. Wilsdorf & Davis was his brother-in-law Alfred Davis's business partner.

Being a pioneer in the wristwatch industry, Wilsdorf hired Aegler, a Swiss company, to create a collection of wristwatches. His 1910 Rolex watch was the first of its kind to be certified as a chronometer in Switzerland, and it went on to win an award from London's Kew Observatory in 1914. The First World War had a profound effect on public opinion regarding the appropriateness of the man's wristwatch and created a widespread market in the years that followed. During the War, the creeping barrage artillery strategy was created, requiring exact coordination between the infantry approaching behind the barrage and the artillery gunners. Luminous dials and unbreakable glass were features of service timepieces made specifically for the rigors of trench warfare during the War. Similar to Santos-Dumont, military pilots found wristwatches to be more convenient than pocket watches, indicating that wristwatches are needed both on the ground and in the air. In 1917, the British War Department started providing wristwatches to fighters.

### **Review of Literature**

Emily Johnson (2020) – The 2020 international Journal of Marketing studies research by Emily Johnson examines the role that brand image plays in shaping consumer using a case study of titan watches. The research examines how titan watches, a well-known company in the watch business, has deliberately developed its brand image to appeal to consumers and influence their opinions. The article underscores the significance of brand image in shaping customer behaviour and brand loyalty by means of an in-depth examination of titan watches branding efforts and consumer perceptions. The study shows how titan watches has effectively developed a favourable brand image that encourages and loyalty among consumers by looking at elements including product quality, marketing communications and brand reputation.

David Brown (2019) - In this study, David Brown investigates the connection between consumer satisfaction and quality perception in the market for luxury watches. The study explores the elements impacting consumers satisfaction levels with luxury timepieces and their perceptions of quality through a thorough consumer survey. The study's conclusions provide insightful information about the luxury watch market and highlight the significance of quality perception in fostering client loyalty and happiness. With

ramifications for marketing tactics and brand management in the luxury industry, brown's investigation advances knowledge of consumer behaviour and preference within the high-end watch market.

Jennifer Lee (2018) in this paper, the luxury watch business, Jennifer lee offers a conceptual framework for comprehending client loyalty. Because luxury watches are a niche sector within the larger luxury goods industry, the study explicitly examines the elements that impact consumer Jennifer lee loyalty in the context of luxury timepieces. Lee explores the distinctive qualities of luxury timepieces, including their high cost, fine craftsmanship, brand history and emotional appeal and how these aspects affect the consumer loyalty. The study also addresses how luxury watch buyers develop through the lenses of consumer happiness, perceived value, brand image and brand trust. The article attempts to give luxury watch businesses useful information to improve their client loyalty strategies and sustain a competitive edge in the market by putting out a conceptual framework.

Economic Times (March 10, 2012) similar to how US watch and accessory company fossil expanded into eyewear, purses, jewellery, shoes and clothing in certain regions, titan is playing in the lifestyle space. Founded in 1984 as a watch brand, titan industries are now attempting a new venture to expand into a full-fledged lifestyle business. This change will be led by the company's youth brand titan an effort to mitigate risk for the parent brand titan. Titan is currently monitoring sectors like bicycles, helmets, shoes and clothing in addition to its existing focus on watches and glasses.

### **Objective of the study:**

- To identify factors such as product quality, design aesthetics, pricing, and after-sales service contributing to customer satisfaction.
- To explore the correlation between customer satisfaction levels and the likelihood of repeat purchases and brand advocacy.

### **Hypothesis of the study:**

- H0: The degree of consumer satisfaction with Titan watches is not significantly correlated with the product's quality.
- H1: With Titan watches, there is a significant correlation between consumer satisfaction and product quality.

### **Scope of the study:**

- Business Success: Titan's competitiveness is increased through understanding customer satisfaction, which also generates growth and maintains brand loyalty.
- Consumer Insights: Titan is able to improve its products and services to fulfill customer expectations by identifying preferences through satisfaction studies.
- Brand positioning: Supports Titan's market positioning and competitive strategy.

### **Research Methodology**

Data type - Primary data is collected using a questionnaires

Secondary Data - Websites and publications provided the secondary data that was gathered.

Population - Individuals who have purchased and used Titan watches across various demographics and geographic locations.

Sample Size - A total of 153 samples were selected.

Sampling Method - Convenience sampling

Tools for Data Collection - Surveys and Questionnaires

Statistical tools used for analysis - Tables, charts, and chi square analysis in addition to percentage analysis.

Limitation -

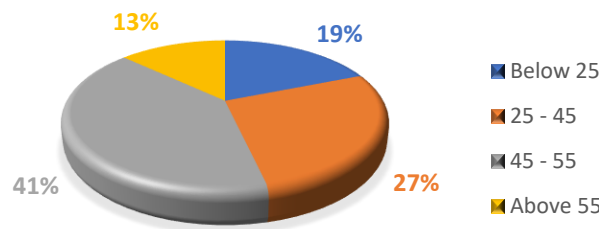
- Relies on customers' opinions, which may vary based on personal preferences.
- Findings may not apply universally due to specific market dynamics or consumer preferences.

**Data analysis and interpretation**

**Table 1: Age category**

Age	No of Responses	Percentage
<b>Below 25</b>	29	19
<b>25 - 45</b>	42	27
<b>45 - 55</b>	62	41
<b>Above 55</b>	20	13
<b>Total</b>	153	100

**Figure 1: Age category**

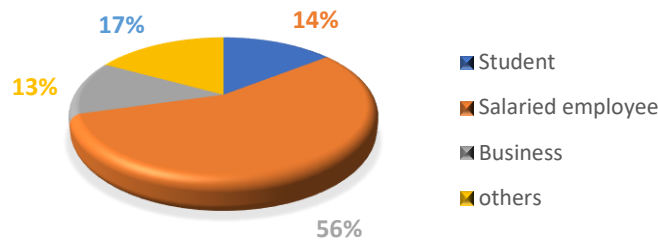


**Interpretation** - According to the above Table, the age group of people under 25 represented 19% of all respondents, the age group of people 25 to 45 made up 27% of all respondents, the age group of people 45 to 55 made up 41% of all respondents, and the age group of people over 55 made up 13% of all respondents. Understanding the target market for Titan watches might be supported by analysing the age distribution. For example, Titan may need to consider ideas about how to more effectively appeal to the under-25 and 25-to-45 age categories if it wants to reach a younger audience.

**Table 2: Profile of occupation**

Occupation	No of Responses	Percentage
<b>Student</b>	22	14
<b>Salaried employee</b>	86	56
<b>Business</b>	19	12
<b>others</b>	26	17
<b>Total</b>	153	100

**Figure 2 : profile of occupation**

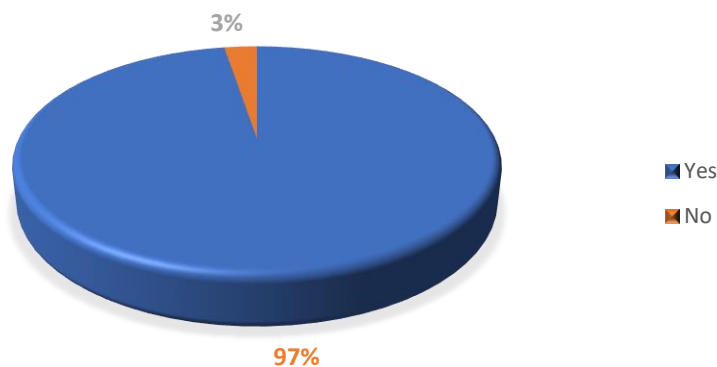


**Interpretation** – As per the following Table it was noted that 14% of the respondents fall in Student Category, 56% of the respondents fall in Salaried Employee, 12% of the respondents fall in Business, 17% fall in the category of Others. With the use of this data, we are able to comprehend the respondents' occupational distribution. It provides insight into the different roles and backgrounds of the study respondents. Titan may find it helpful to know the occupational profile of the respondents when developing marketing plans, product lines, and customer support programs that better meet to the requirements and tastes of various occupational groups. It can also help find prospective target markets and regions for the expansion or growth of an organization.

**Table 3: Are you satisfied with the durability and longevity of your Titan watch**

Fulfilled	No of responses	Percentage
Yes	149	97
No	4	3
<b>Total</b>	153	100

**Figure 3 : Are you satisfied with the durability and longevity of your Titan watch**

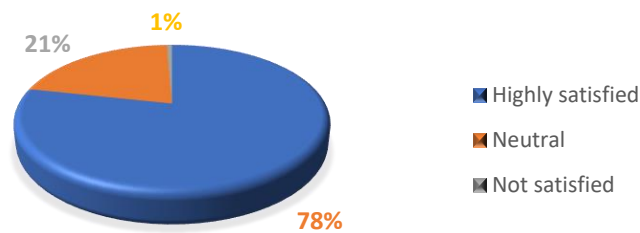


**Interpretation** - According to the research, 97% of respondents were satisfied or very satisfied with Titan watches' long-term durability, with only 3% not being satisfied. This indicates that a large proportion of consumers believe Titan watches to be strong and long-lasting. It is consistent with Titan's brand image for dependability and speaks well of the quality of their products. However, the minor dissatisfaction proportion indicates potential for enhancement, underscoring the significance of dealing with concerns to sustain client satisfaction and loyalty.

**Table 4: How satisfied are you with the overall quality of your Titan watch**

Overall quality	No of respondents	Percentage
Highly satisfied	120	78
Neutral	32	21
Not satisfied	1	1
<b>Total</b>	<b>153</b>	<b>100</b>

**Figure 4 : How satisfied are you with the overall quality of your Titan watch**

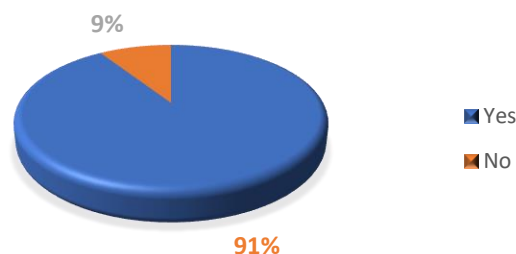


**Interpretation** - According to the survey, 78% of the respondents are extremely satisfied with Titan Watch's overall quality, compared to 21% who are dissatisfied and 1% who are neutral. This data highlights areas of strength and potential improvement for Titan Watch and shows that customers have a strong positive view of the brand's quality. It provides the business with insightful feedback that directs efforts to uphold and improve product quality in order to satisfy customers and maintain levels of satisfaction.

**Table 5: Do you consider Titan watches to be reasonably priced for the quality they offer**

Reasonable price	No of respondents	Percentage
Yes	139	91
No	14	9
<b>Total</b>	<b>153</b>	<b>100</b>

**Figure 5 - Do you consider Titan watches to be reasonably priced for the quality they offer**



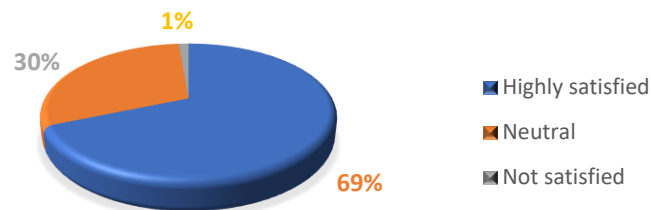
**Interpretation** – According to the Data, 91% of respondents are satisfied with Titan watches' fair costs in relation to their quality, while 9% are not. According to the research, most respondents had a very positive opinion of Titan Watches' pricing approach, which successfully strikes a balance between perceived value and affordability. The dissatisfaction rate does, however, draw attention to a small percentage of respondents who believe that the costs are excessive for the quality provided. All things considered, it

emphasizes how crucial pricing strategies are in determining customer satisfaction and value perception in the tough watch market.

**Table 6: Rate your satisfaction with the design and aesthetics of your Titan watch**

Rating	No of respondents	Percentage
<b>Highly satisfied</b>	105	69
<b>Neutral</b>	46	30
<b>Not satisfied</b>	2	1
<b>Total</b>	153	100

**Figure 6 - Rate your satisfaction with the design and aesthetics of your Titan watch**

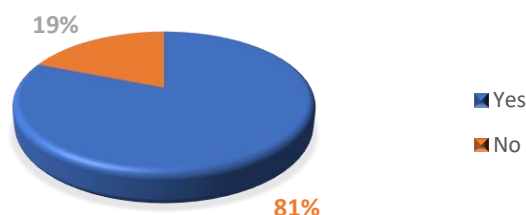


**Interpretation** – According to the data, 69% of respondents were satisfied with the Titan watches' appearance and design, 30% were indifferent, and 1% were not. This shows that most people who were surveyed had a favourable opinion on Titan's watch design. Titan's branding and product development initiatives depend on knowing how customers feel about design. The high satisfaction rate shows that Titan's designs are well-liked by their intended market, offering insightful information for retaining client loyalty and boosting market competitiveness in the watch sector.

**Table 7: Would you be willing to pay more for a Titan watch if it offered additional features or benefits**

Additional features	No of respondents	Percentage
<b>Yes</b>	124	81
<b>No</b>	29	19
<b>Total</b>	153	100

**Figure 7 – Would you be willing to pay more for a Titan watch if it offered additional features or benefits**

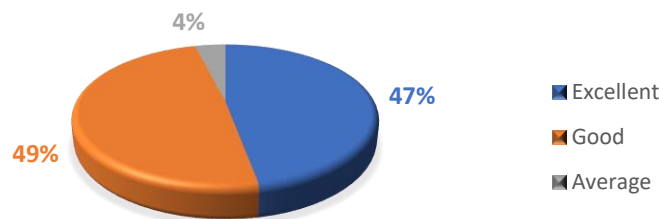


**Interpretation** – According to the survey, 81% of participants would be willing to spend more for Titan watches if they included further features or benefits. Customers appear to have a significant desire for features that add value, which implies that adding such elements to Titan watches may raise their perceived value and appeal to buyers. The information also emphasizes how crucial product innovation and distinctiveness are in capturing customers' attention and willingness to pay a premium. Titan is able to efficiently customize its product offerings to fit customer tastes by taking advantage of this readiness to invest in increased features. This might potentially increase sales and market share in the highly competitive watch business.

**Table 8: How would you rate the responsiveness and effectiveness of Titan's customer support team**

Ratings	No of respondents	Percentage
Excellent	72	47
Good	75	49
Average	6	4
bad	-	-
Total	153	100

**Fig 8 - How would you rate the responsiveness and effectiveness of Titan's customer support team**



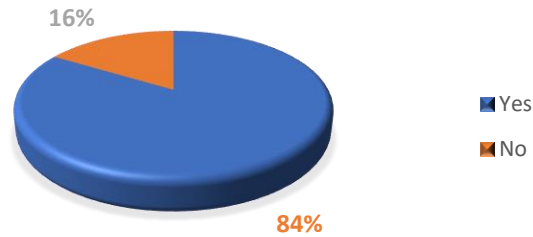
**Interpretation** - According to the data, 47% of respondents thought Titan's customer support team was "excellent," while 49% said it was "good." Just 4% thought it was "average," and no one gave it a bad review. This report highlights a great customer service experience by showing high levels of satisfaction with the team's effectiveness and responsiveness. The lack of unfavourable reviews indicates that the business did a good job of satisfying customers. Overall, it suggests that Titan's customer service quality is well-received, which can strengthen reputation and brand loyalty.

**Table 9: Does owning a Titan watch make you feel a sense of prestige or status**

Status	No of respondents	Percentage
Yes	128	84
No	25	16
total	153	100



**Figure 9 - Does owning a Titan watch make you feel a sense of prestige or status**

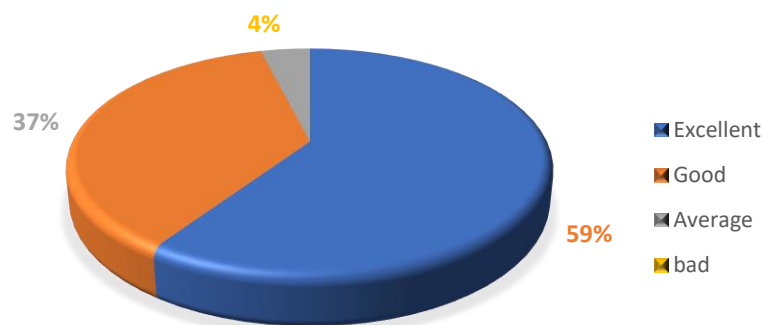


**Interpretation** - According to the results of the study, 84% of participants, or a significant number, believe that wearing a Titan watch confers status or prestige. On the other hand, 16% of respondents said they don't feel these ways. According to this data, the majority of respondents had a positive perception of Titan watches' symbolic value, suggesting that the brand is well-established in the market as a status or prestige symbol. This knowledge can help Titan's marketing initiatives highlight these positive connotations even more and possibly draw in more customers who are looking for similar features in their watches.

**Table 10: How would you describe your overall perception of the Titan brand**

Overall perception	No of respondents	Percentage
Excellent	91	58
Good	56	37
Average	6	6
bad	-	-
<b>Total</b>	<b>153</b>	<b>100</b>

**Figure 10 - How would you describe your overall perception of the Titan brand**



**Interpretation** - The respondents' general impression of the Titan brand is shown in the table. 58% of respondents think the Titan brand is "excellent," 37% think it's "good," and 6% think it's "average." The previously mentioned statistics illustrates the overall satisfaction that the studied population has with the Titan brand. It acts as an indicator of the market's perception of the brand's quality and reputation. By gaining an understanding of these perspectives, Titan will be better able to assess its brand, identify areas for development, and customize its marketing tactics to increase customer satisfaction and loyalty.

**Table 11: Chi square table**

Particulars	Excellent	Good	Average	Bad	Total
Highly satisfied	86	34	0	0	120
Neutral	5	21	6	0	32
Not satisfied	0	1	0	0	1
<b>Total</b>	91	56	6	0	153
<b>Calculated value</b>	<b>Table value</b>	<b>Degree of freedom</b>	<b>Null hypothesis</b>		<b>Result</b>
47.42	13	6	Rejected		Significant

**Interpretation** - This chi-square test is used to determine whether or not there is a significant correlation between Titan Watches' product quality and customer satisfaction; the relevant data is shown in Table No. 11. Table no 13 represents the chi-square test in which the total value is 47.42. The significance level for this test is 0.05 and degree of freedom calculated is 6. After observing the chi square table, we get the value 12.59. Since the computed value is higher than the chi square table value, the alternative is accepted and the null hypothesis is rejected. This indicates that there is a strong correlation between Titan Watches' customer satisfaction and the quality of their products.

## FINDINGS

- The respondents could not be satisfied with the overall quality of the watches because they don't wear them frequently due to their high cost, they don't like the designs, or they believe that using a mobile device to check the time is enough.
- Understanding the target market for Titan watches might be supported by analysing the age distribution. For example, Titan may need to consider ideas about how to more effectively appeal to the under-25 and 25-to-45 age categories if it wants to reach a younger audience.
- This data highlights areas of strength and potential improvement for Titan Watch and shows that customers have a strong positive view of the brand's quality. It provides the business with insightful feedback that directs efforts to uphold and improve product quality in order to satisfy customers and maintain levels of satisfaction.
- Titan is able to efficiently customize its product offerings to fit customer tastes by taking advantage of this readiness to invest in increased features. This might potentially increase sales and market share in the highly competitive watch business.
- Titan Watches' product quality and customer satisfaction are tested using the chi-square method to see whether or not there is a significant correlation. We arrive at the value of 12.59 after looking at the chi square table. Accepting the alternative, we reject the null hypothesis. This means that customer satisfaction with Titan watches and the quality of the products have a significant relationship.

## CONCLUSION

In conclusion, based on the analysis and interpretation of the data presented in the table. It is apparent that the majority of those surveyed had a favourable opinion and overall perception of the Titan brand. Titan boasts a great reputation and high levels of satisfaction among consumers, with 58% of respondents evaluating the brand as "excellent" and an additional 37% rating it as "good." This implies that the company has effectively fulfilled the expectations of a noteworthy segment of its customers, hence recommending its product quality, design, and overall brand experience favourably.

Moreover, the comparatively small proportion of participants (6%) who assessed the brand as "average" suggests that Titan has successfully distinguished itself in the industry and kept a competitive advantage. Even though the majority of respondents had a positive opinion of the brand, there is always space for improvement because, in the competitive market of today, no company can afford to be complacent. Titan should keep concentrating on providing high-quality products, innovative designs, and excellent customer service in order to maintain and strengthen its favourable brand perception. The business should also make use of market research and feedback from consumers to determine the areas that need improvement and fix any possible flaws. Titan can further solidify its place in the watch business and keep satisfying customers for years to come by staying customer-focused and flexible.

## APPENDIX

### 1. Age of the respondent

- Below 25
- 25-45
- 45-55
- Above 55

### 2. Gender of the Respondent

- Male
- Female
- Other

### 3. Are you satisfied with the durability and longevity of your Titan watch?

- Yes
- No

### 4. How satisfied are you with the overall quality of your Titan watch?

- Highly satisfied
- Neutral
- Not satisfied

### 1. Do you consider Titan watches to be reasonably priced for the quality they offer?

- Yes
- no

### 2. Rate your satisfaction with the design and aesthetics of your Titan watch.

- Highly satisfied
- Neutral
- Not satisfied

### 3. Would you be willing to pay more for a Titan watch if it offered additional features or benefits?

- Yes
- No

### 4. How would you rate the responsiveness and effectiveness of Titan's customer support team?

- Excellent
- Good
- Average
- bad

5. Does owning a Titan watch make you feel a sense of prestige or status?
  - Yes
  - No
6. How would you describe your overall perception of the Titan brand?
  - Excellent
  - Good
  - Average
  - Bad

## **Acknowledgement**

I would like to express my special thanks of gratitude to my guide Prof Sunil N, who gave me the golden opportunity to do this wonderful project of customer satisfaction on “A study on customer satisfaction of titan watches”, who also helped me in completing my project. I came to know about so many new things, I am thankful to my guide. Secondly, I would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

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