
A STUDY ON CUSTOMER SATISFACTION TOWARDS TITAN

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ABSTRACT

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.

INTRODUCTION

CUSTOMER SATISFACTION:

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction, more is the business and the bonding with customer.

OBJECTIVE OF THE STUDY

- To understand the existing product quality in Titan watches.
- To investigate whether the product quality of Titan watches is capable of addressing all demands made by customer.
- To identify the difference between Expectation & Perception of customers in product quality offered by Titan watches.
- To understand about the customer satisfaction for Titan watches.
- To recommend suitable measures to be taken by the titan company to further improve its brand perception and loyalty among its customers.
- To review the brand positioning strategies of different sub – brands of Titan watches.

SCOPE OF THE STUDY

- Study covers the awareness of the consumer towards Titan watches
- Study covers the reasons of buying the Titan watches.
- Study covers the consumer attitude towards the price of the Titan watches
- Study covers the various marketing channels of Titan watches.
- Study covers the history of watches industries.
- Study covers the various problems faced by the company and the dealer.

REVIEW OF LITERATURE

Parker, C., & Mathews, B.P. (2001). Focussed on The term satisfaction could be an important thought in promoting and is central to several definitions. This paper seeks to look at what this term means that to the general public at massive. It explores the assorted definitions of satisfaction at intervals the literature. The empirical results derive from individuals' own interpretation and definition of the term satisfaction, additionally as analysis of their definitions. Finds that the majority individuals cited many definitions of satisfaction, illustrating that it's a varied thought. The foremost common interpretations mirror the notion that satisfaction could be a feeling which ends up from a method of evaluating what was received against that expected, the acquisition call itself and/or the fulfilment of needs/wants.

Homburg, C., & Giering, A. (2001). Focussed on Previous inquiry on the link between customer satisfaction and loyalty has mostly neglected the difficulty of moderator variables. During a consumer-durables context the authors analyse the moderating impact of selected personal characteristics on the satisfaction–loyalty link. The empirical findings, that square measure supported multiple-group causative analysis, show that the strength of the link between customer satisfaction and loyalty is powerfully influenced by characteristics of the customer.

RESEARCH

Once the problem has been carefully defined, the researcher needs to establish the plan that will outline the investigation to be carried out. The research design indicates the steps that have been taken and in what sequence they occurred. It is a systematic and purposive Investigation of facts with an objective of understanding the customer satisfaction for Titan watches. The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about the 'Customer satisfaction for titan watches'. The main purposes of this study is to obtain an insight into the problems faced by the titan watches customers in order to propose further recommendations for better customer satisfaction.

RESEARCH DESIGN

Research design is the arrangement of conditions for collection and analyze of data in a systematic manner that aims to combine relevance to research purpose with economy in procedure. The research study applied here is purely descriptive.

RANDOM SAMPLING

The researcher has adopted random sampling method for this study.

SAMPLE SIZE

100 respondents are chosen as a sample size for the study.

PRIMARY DATA

Information obtained from the original source by research is called Primary Data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

SECONDARY DATA

In means data that are already available i.e. it refers to the data which have already been collected and analyzed by someone else. The data was collected from the websites and journals.

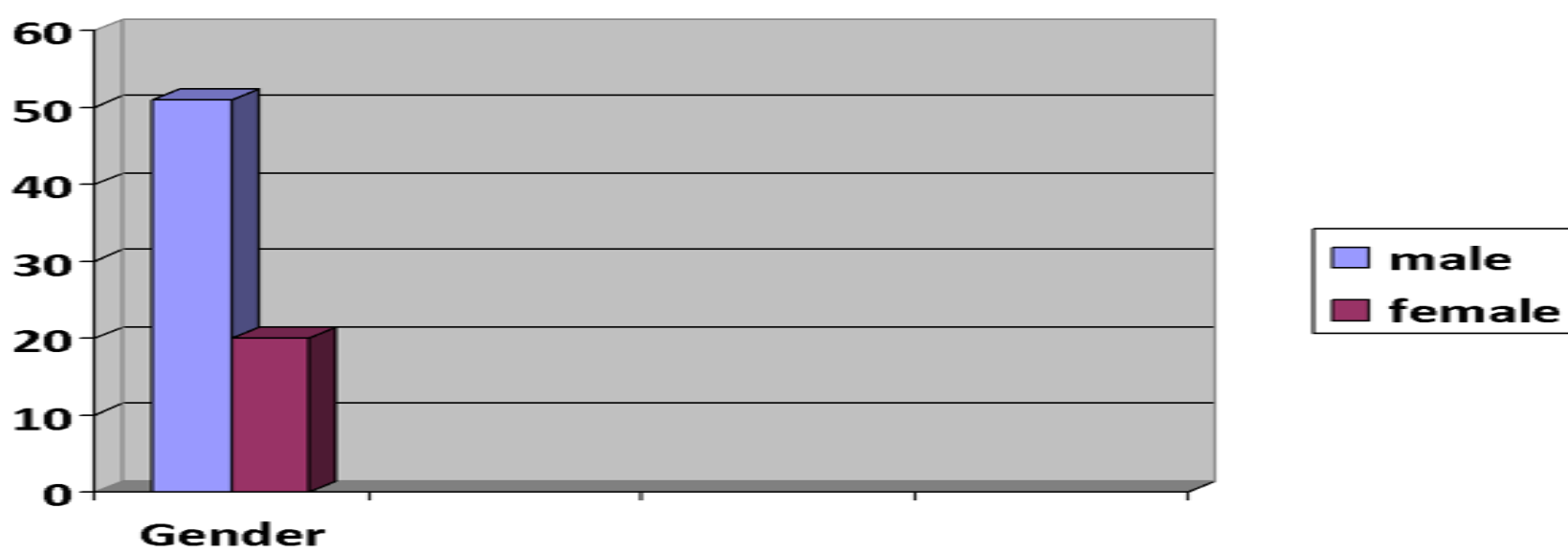
DATA ANALYSIS

Gender

INFERENCE:

From the following data it is inferred that 71% of respondents are male and 29% of respondents are female.

S. No	Gender	No. of Persons	Percentage
1	Male	50	71%
2	Female	20	29%
	TOTAL	70	100. %



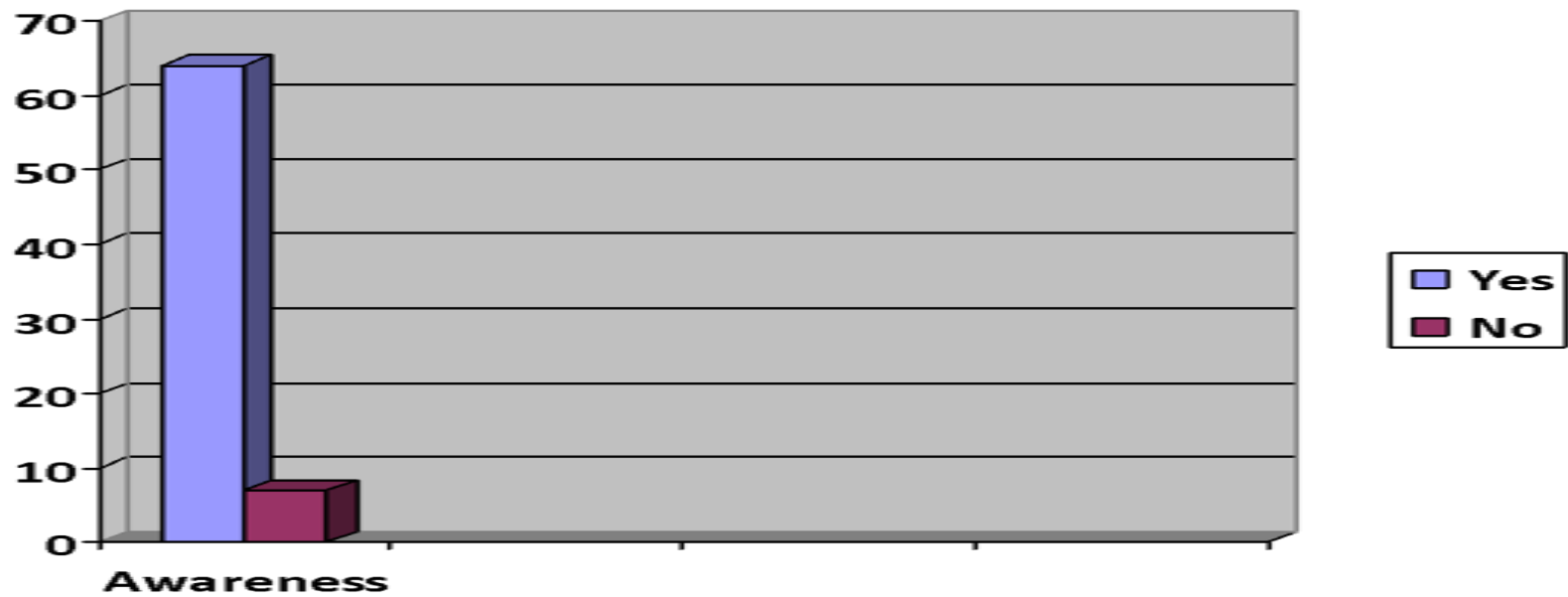
Are

you aware about the TITAN products through ads

INFERENCE:

From the following data it is inferred that 88% of the respondents have awareness of product through ads and 8% of the respondents have no awareness.

S. No	Awareness of Products through Ads	No. of Persons	Percentage
1	Yes	62	88%
2	No	8	12%
	TOTAL	70	100%

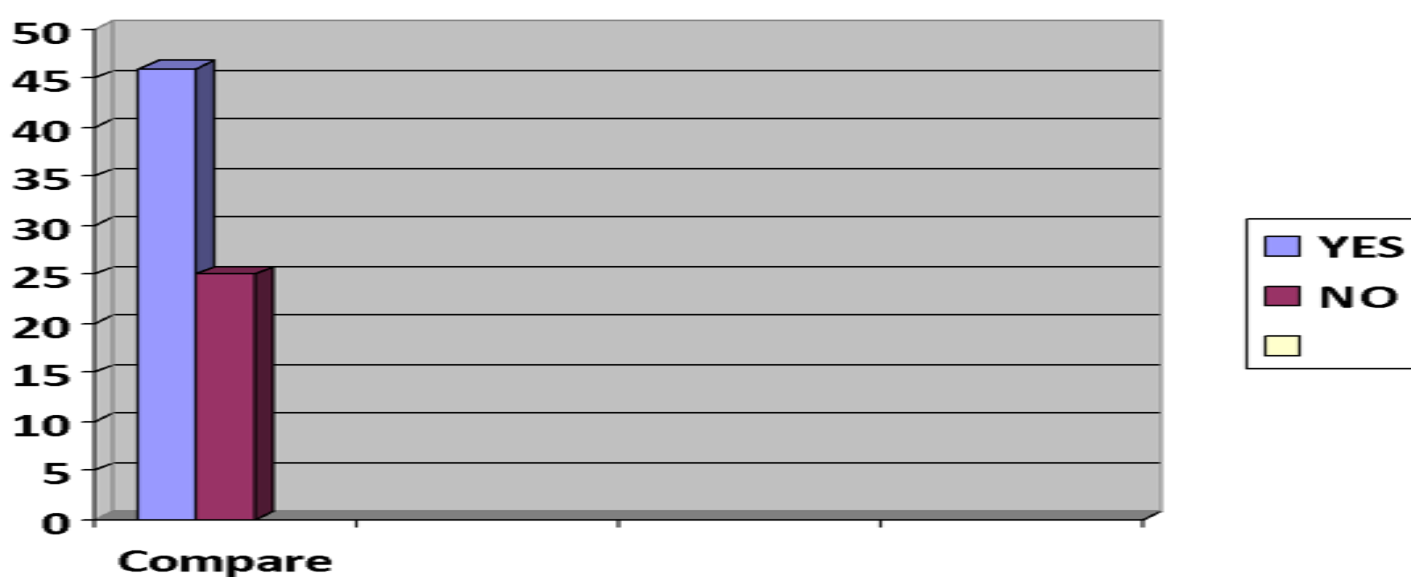


Do you compare TITAN watches with other

INFERENCE:

From the following data it is inferred that 64% of the respondents do compare the product with others and 36% of the respondents do not compare the product.

S. No	Comparison	No. of Persons	Percentage
1	Yes	45	64%
2	No	25	36%
	TOTAL	70	100%



Are you satisfied with the customer service of TITAN watches

INFERENCE:

From the following data it is inferred that 28% of the respondents Strongly Agree on the Satisfaction level, 41% of the respondents. Agree on the satisfaction level, 7% of the respondents disagree on the satisfaction and 2% of the respondents strongly disagree on the satisfaction.

S. No	Satisfaction	No. of Persons	Percentage
1	Strongly Agree	20	28%
2	Agree	41	58%
3	Disagree	7	10%
4	Strongly Disagree	2	4%
	TOTAL	70	100%

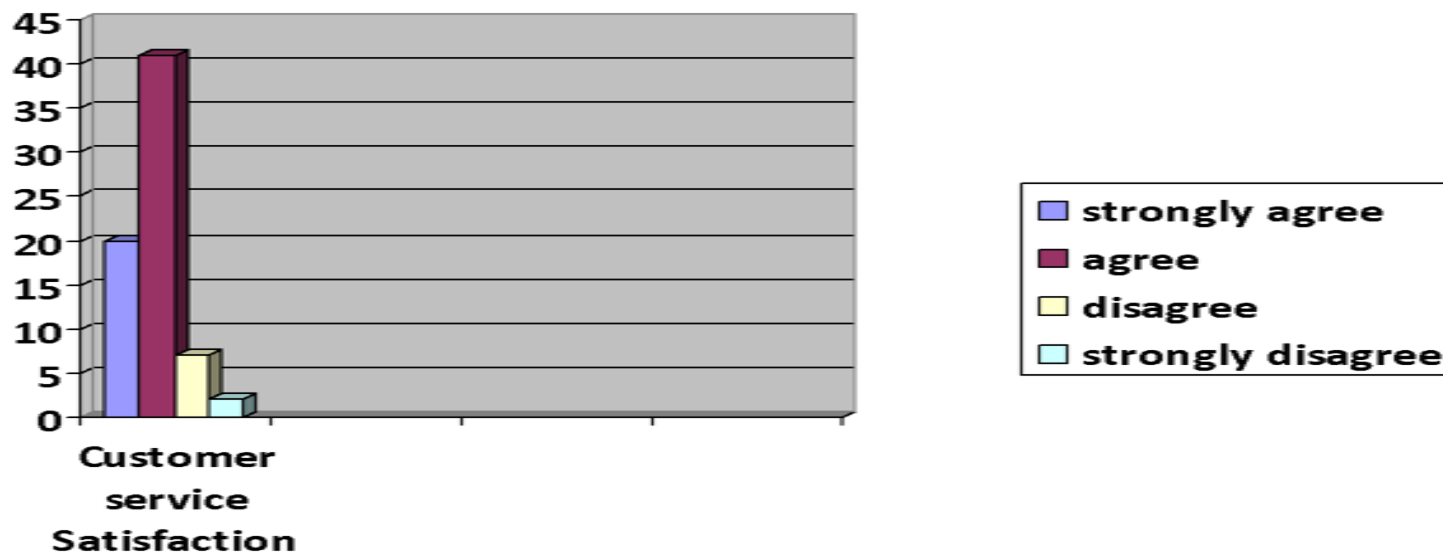
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2. Praveen Kumar .L (2015) “A study on Customer Satisfaction of Wrist Watches in Mysore”. A Means – End model and synthesis of evidence, International Journal of Advance Research in Computer Science

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3. Keller, (2017) Marketing Management 10th edition, Research Methodology and Techniques. Vol.4 (11), Issue 3, 33-38

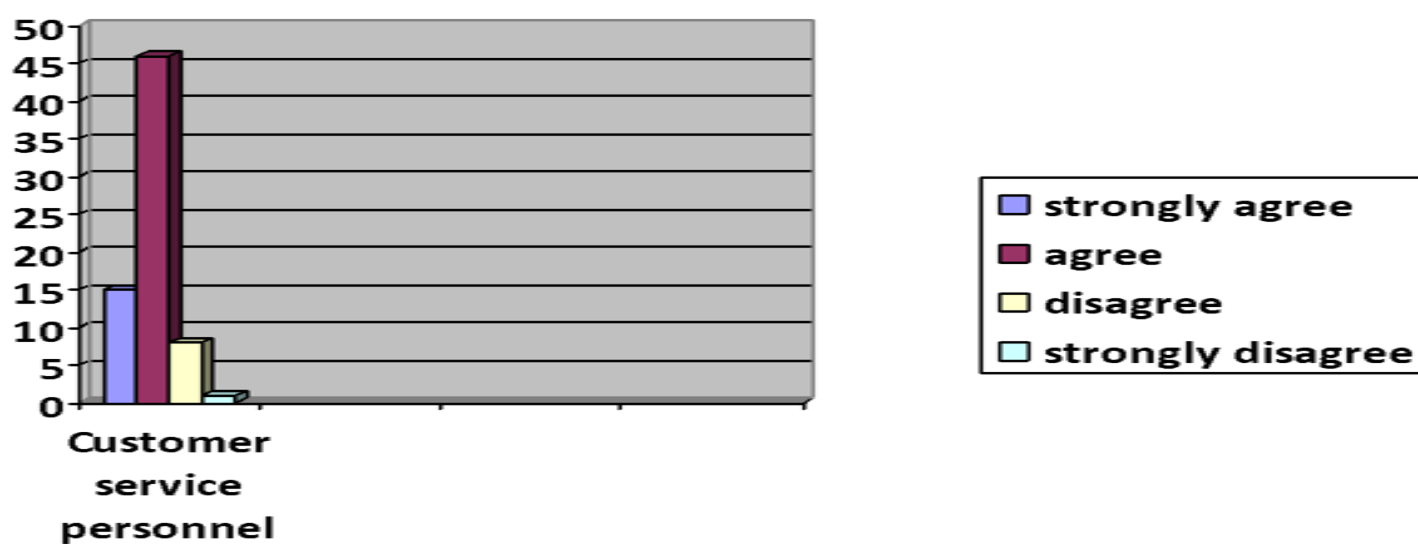


Are you satisfied with the behavior of customer service personnel

INFERENCE:

From the following data it is inferred that 21% of the respondents Strongly Agree on the Satisfaction level in the customer service personnel, 65% of the respondents Agree on the satisfaction level, 12% of the respondents disagree on the satisfaction and 2% of the respondents strongly disagree on the satisfaction.

S. No	Satisfaction on Behaviour of Service Personnel	No. of Persons	Percentage
1	Strongly Agree	15	21%
2	Agree	46	65%
3	Disagree	8	12%
4	Strongly Disagree	1	2%
	TOTAL	70	100%



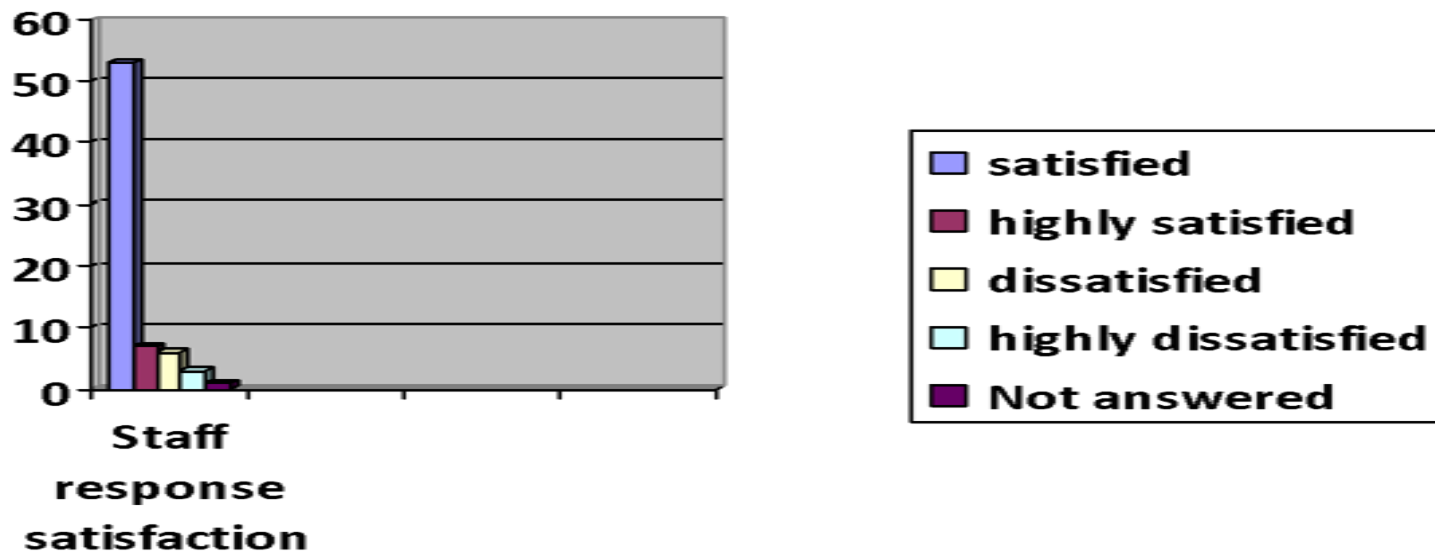
Are you satisfied with the response of staffs towards customers

INFERENCE:

From the following data it is inferred that 10% of the respondents Highly satisfied on response of staffs towards customers, 75% of the respondents are satisfied, 8% respondents are dissatisfied, 3% of the respondents are highly dissatisfied and 2% of the respondents have not answered.

S. No	Satisfaction on Staff's Response	No. of Persons	Percentage
1	Highly Satisfied	7	10%
2	Satisfied	53	75%

3	Dissatisfied	6	8%
4	Highly Dissatisfied	3	5%
5	Not Answered	1	2%
	TOTAL	70	100%



FINDINGS

- Providing innovative designs are the main activity of TITAN.
- Majority of respondents compare the titan watches with other brands.
- Television advertisement is used as marketing strategy by TITAN.
- Majority of respondents feels that titan watches need improvisation on its services.
- Majority of respondents prefer only watches compared to other titan products.

SUGGESTIONS

- Customer of Titan watches is well known about the product range provided by the brand.
- From the survey it is clear that majority of the customers were young people and the advertisements, products offered by Titan watches exactly matches the demand of youth. This makes Titan watches ahead of its competitors.
- From the survey it is clear that service quality offered by the Titan brand has a good influence on customers. So Titan should improve its customer service quality to retain and satisfy customers.
- In order to improve its sales, ad promotion should be taken care, excellent customer care should be provided and also it should reduce its service time.
- There is so much percentage of customer are dissatisfied with general behavior of customer service personnel, so they should be given proper training to improve the quality of service.
- Often the product range displayed in the ads are not available in stores, so it should be ensured that product ranges are available as soon as possible. Or the website should provide a solution like e-tailing.
- Due to emergence & tough competition from rivals Titan watches should soon implement online ordering and selling. If cash on delivery scheme is implemented it can enhance sales.
- For common doubts & queries suitable recordings can be made. Queries & recommendations can be uploaded in website of Titan.
- Website of Titan can be improved again by including detailed information of new products, offers & promotions. It should also provide Customer's feedback option while they use online.

CONCLUSION

On the growing influence of globalization on the Indian watch industry, a number of global manufacturers are coming into the Indian watch industry. In such a dynamic environment TITAN needs to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. TITAN needs to take serious efforts to make itself competitive and stable in the dynamic market situation by focusing on the service quality aspects.

Gaining and maintaining consumer preference is a battle that is never really won. Continued and consistent branding initiatives that reinforce the consumer's purchase decision will, over time, land the product in consumer preference sets. Attaining and sustaining preference is an important step on the road to gaining brand loyalty. Most of the consumers prefer TITAN watches due to its strong brand image, and the main fact or forcing the customers to buy TITAN watch is advertisements through the print and electronic media.

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