

A STUDY ON CONSUMERS' BEHAVIOUR TOWARDS WRIST WATCHES IN PAAVAI EDUCATIONAL INSTITUTIONS AT NAMAKKAL

¹Dr.M.Gurusamy, ²D.Arthi, ³N.Priyanka, ⁴M.Sindhu

¹*Professor, Department of Management Studies, Paavai Engineering College (Autonomous), Namakkal.*

²*First Year MBA Student, Paavai Engineering College (Autonomous), Namakkal.*

³*First Year MBA Student, Paavai Engineering College (Autonomous), Namakkal.*

⁴*First Year MBA Student, Paavai Engineering College (Autonomous), Namakkal.*

ABSTRACT

This paper has investigated the consumers' behaviour towards wrist watches in Paavai Educational Institutions at Namakkal. The objectives of the study are to understand the existing product quality in wrist watches; to investigate whether the product quality of wrist watches is capable of addressing all demands made by consumer; to identify the difference between expectation & perception of consumers in product quality offered by wrist watches; and to understand about the consumer satisfaction for wrist watches. The descriptive research design is used in this study. Both primary and secondary data are used in this study. Non-probability sampling method is used in this study. The questionnaire is used to collect the primary data. The sample size is 61. The percentage analysis is used to analyse the data. In such a dynamic environment Fastrack need to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Fastrack needs to take serious efforts to make itself competitive and stable in the dynamic market situation by focusing on the service quality aspects.

Keywords: Consumer Behaviour, Expectation, Perception, Product Quality, Wrist Watches

INTRODUCTION OF THE STUDY

Fastrack is one of the leading wrist watch brand in India, Fastrack was launched in 1998. The brand was aimed at the youth segment (15-23 years of age). The brand was promoted with the slogan “**cool watches from titan**” Fastrack has an established brand images for quality, price and ranges of style it offers. However, it is often found that consumers have still certain issues with this brand, one of the issue is that the services after sales is not good. Consumer often find it difficult to repair the watch or change the strap, daily etc. most of the retail stores doesn't keep spare parts reason being that Fastrack watches style changes at a faster rate, hence consumer are forced to go with domestic brands straps which doesn't even suit the watch. Another issue is that all varieties of the brand is not available in all retail store, the consumer are forced for online shopping to get their desired watches.

Sonata, India's largest selling watch brand, offers style and contemporary watches for everyone. The bold and beautiful designs of sonata watches capture the aspirations and

The exciting range of sonata is available in more than 600 designs. There is a watch for every occasion and every mood.

It's a powerful and well-equipped wearable with a good screen and a reasonable battery life. If it could do all that while looking like an actual wrist watch it would be a real winner.

The positive of Sony is slick performance built in GPS good screen micro USB charger.

The issue of Sony is not super stylish iffy GPS performance fit charger port non-standard watch strap.

OBJECTIVES OF THE STUDY

1. To understand the existing product quality in wrist watches.
2. To investigate whether the product quality of wrist watches is capable of addressing all demands made by consumer.
3. To identify the difference between expectation & perception of consumers in product quality offered by wrist watches.
4. To understand about the consumer satisfaction for wrist watches

RESEARCH METHODOLOGY

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 consumer satisfaction for wrist watches. The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about the “consumers’ behaviour towards wrist watches”.

RESEARCH DESIGN

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

SAMPLING TECHNIQUE

The simple random sampling method was used for the primary data collection. Simple random sampling is the basic technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Every possible sample of a given size has the same chance of selection; i.e. each member of the population is equally to be chosen stage in the sampling process. There are two types of sampling techniques.

They are probability sampling and non - probability sampling. The research adopted non-probability sampling.

NON-PROBABILITY SAMPLING

Non-probability sampling procedure, which does not afford any basis for estimating the probability that each item in the population has been included in the sample.

CONVENIENCE SAMPLING

The researcher has adopted convenience sampling method for this study.

SAMPLE SIZE

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

DATA COLLECTION

Target audience: wrist watches consumers in Paavai Educational Institutions, Pachal, Namakkal.

Area of the study: Girls Hostel of Paavai Educational Institutions, Pachal, Namakkal.

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.

SIGNIFICANCE OF THE STUDY

The watch industry in the current scenario is booming and undergoing a rapid growth. The emergence of a new generation private and foreign watches in the Indian watch market has raised the competitiveness in the industry. The study aims at identifying the extent to which the product quality of a watch affects its competitiveness. The outcome of the study reveals the current perception about the watches rooted in the minds of the consumers which could be useful in formulating the strategies in future operations of the company, for the attainment of its goals in this competitive scenario.

LIMITATION OF STUDY

The following are the limitation of the study

- 61 respondents cannot represent the population as a whole. So, the findings may be biased.
- Time plays a havoc role in data collection. So, the sample is restricted to 61.
- Chances of biased responses from the consumers.

ANALYSIS

For evaluating the quality of consumer satisfaction of wrist watches, a number of critical variables are selected for conducting a depth analysis. The results of the analysis are presented in the following:

TABLE 1: AGE OF THE RESPONDENT

Age	No. of Respondents	Percentage
17	3	4.9
18	9	14.8
19	13	21.3
20	13	21.3
21	16	26.2
22	7	11.5
Total	61	100.0

The above table 1 shows that 4.9% of the respondent's age is 17, 14.8% of the respondent's age is 18, 21.3% of the respondent's age is 19 & 20, 26.2% of the respondent's age is 21, 11.5% of the respondent's age is 22.

TABLE 2: COLLEGES OF THE RESPONDENT

College	Frequency	Percent
Polytechnic	2	3.3
Pharmacy	2	3.3

Nursing	2	3.3
Arts & science	9	14.8
Pavai College of Technology	2	3.3
Paavai Engineering College	36	59.0
Paavai College of Engineering	8	13.1
Total	61	100.0

The above table 2 shows that 3.3% of the respondents is Paavai Polytechnic College, Paavai Pharmacy College, Paavai Nursing College & Pavai College of Technology, 14.8% of the respondents is Paavai Arts & Science College for Women, 59.0% of the respondents is Paavai Engineering College, 13.1% of the respondents is Paavai College of Engineering.

TABLE 3: TYPE OF WATCH

Type of watch	Frequency	Percent
Fastrack	34	55.7
Sonata	12	19.7
Sony	3	4.9
Voltac	1	1.6
Titan	11	18.0
Total	61	100.0

The above table 3 shows that 55.7% of the respondents likes Fastrack, 19.7% of the respondents likes Sonata, 4.9% of the respondents likes Sony, 1.6% of the respondents likes Voltac, 18.0% of the respondents likes Titan.

TABLE 4: FEATURE OF WATCH

Feature of watch	Frequency	Percent
Warranty	6	9.8
Quality	25	41.0
Brand image	8	13.1
Style, design	22	36.1
Total	61	100.0

The above table 4 shows that 9.8% of the respondents require the warranty, 41.0% of the respondents require quality, 13.1% of the respondents require brand image, 36.1% of the respondents require style, design.

TABLE 5: WARRANTY OF WATCH

Warranty	Frequency	Percent
Priority	23	37.7
Often	6	9.8
Rare	20	32.8
Not affected	12	19.7
Total	61	100.0

The above table 5 shows that 37.7% of the respondents require priority, 9.8% of the respondents require often, 32.8% of the respondents require rare, 19.7% of the respondents require not affected.

TABLE 6: SATISFACTION OF BRAND

Satisfaction	Frequency	Percent
Yes	57	93.4
No	4	6.6
Total	61	100.0

The above table 6 shows that 93.4% of the respondents require yes, 6.6% of the respondents require no.

TABLE 7: UNSWITCHED OFF BRAND

Unswitched	Frequency	Percent
Very often	12	19.7
Depends on mood	38	62.3
No	11	18.0
Total	61	100.0

The above table 7 shows that 19.7% of the respondents unswitched very often, 62.3% of the respondents unswitched depends on mood, 18.0% of the respondents unswitched no.

TABLE 8: ONE CHANCE TO CHANGE THIS WATCH

One chance to change	Frequency	Percent
Titan	34	55.7
Casio	4	6.6
Sonata	15	24.6
Other	8	13.1
Total	61	100.0

The above table 8 shows that 55.7% of the respondents change Titan, 6.6% of the respondents change Casio, 24.6% of the respondents change sonata, 13.1% of the respondents change others.

TABLE 9: TYPE OF WATCH

Type of watch	Frequency	Percent
Analog	43	70.5
Digital	18	29.5
Total	61	100.0

The above table 9 shows that 70.5% of the respondents type of watch is analog, 29.5% of the respondents type of watch is digital.

TABLE 10: KIND OF STRAP

Strap	Frequency	Percent
Leather	34	55.7
Metal	27	44.3
Total	61	100.0

The above table 10 shows that 55.7% of the respondent's strap is leather, 44.3% of the respondent's strap is metal.

TABLE 11: OCCASIONS TO BUY A WATCH

Occasions of watch	Frequency	Percent
Wedding anniversary	12	19.7
Birthday gift	17	27.9
College wear	29	47.5
Rewards	3	4.9
Total	61	100.0

The above table 11 shows that 19.7% of the respondents are buying the wrist watches for a wedding anniversary, 27.9% of the respondents are buying the wrist watches for a birthday gift, 47.5% of the respondents are buying the wrist watches for college wear, 4.9% of the respondents are buying the wrist watches for rewards.

TABLE 12: USAGE OF YOUR WATCH

Usage of watch	Frequency	Percent
0-6 months	6	9.8
6-12 months	16	26.2
12-18 months	9	14.8
More than 18 months	30	49.2
Total	61	100.0

The above table 12 shows that 9.8% of the respondents usage of a watch is 6 months, 26.2% of the respondents usage of a watch is 6-12 months, 14.8% of the respondents usage of a watch is 12-18 months, 49.2% of the respondents usage of a watch is more than 18 months.

TABLE 13: SEEN OF ADVERTISEMENT

Advertisement	Frequency	Percent
Yes	54	88.5
No	7	11.5
Total	61	100.0

The above table 13 shows that 88.5% of the respondents seen the advertisement of wrist watches, 11.5% of the respondents requires did not seen any advertisement of wrist watches.

TABLE 14: MEDIA OF ADVERTISEMENT

Media of advertisement	Frequency	Percent
TV channels	50	82.0
Advertisement papers	11	18.0
Total	61	100.0

The above table 14 shows that 82.0% of the respondents requires TV channels, 18.0% of the respondents requires advertisement papers.

TABLE 15: BUYING OF WATCH

Buying of watch	Frequency	Percent
Shop	43	70.5
Online	18	29.5
Total	61	100.0

The above table 15 shows that 70.5% of the respondents are buying their watches in the shop, 29.5% of the respondents are buying their watches through online.

TABLE 16: HAPPY OF DELIVERY

Happy of delivery	Frequency	Percent
Yes	53	86.9
No	8	13.1
Total	61	100.0

The above table 16 shows that 86.9% of the respondents are happy about the delivery of wrist watches, 13.1% of the respondents are not happy about the delivery of wrist watches.

TABLE 17: COST OF WATCH

Cost of watch	Frequency	Percent
500 above	25	41.0
1000 above	26	42.6
1800 above	3	4.9
2000 above	7	11.5
Total	61	100.0

The above table 17 shows that 41.0% of the respondents cost of a watch is 500 above, 42.6% of the respondents cost of a watch is 1000 above, 4.9% of the respondents cost of a watch is 1800 above, 11.5% of the respondents cost of a watch is 2000 above.

TABLE 18: PREFERENCE OF WATCH

Preference	Frequency	Percent
Attractive design	26	42.6
Reasonable price	4	6.6
Brand image	10	16.4
Good quality	21	34.4
Total	61	100.0

The above table 18 shows that 42.6% of the respondents prefer attractive design, 6.6% of the respondents prefer reasonable price, 16.4% of the respondents prefer brand image, 34.4% of the respondents prefer good quality.

TABLE 19: STYLE OF WATCH

Style of watch	Frequency	Percent
Yes	59	96.7
No	2	3.3
Total	61	100.0

The above table 19 shows that 96.7% of the respondents prefer the style of watches, 3.3% of the respondents are not preferred the style of watches.

TABLE 20: IMPRESS OF WATCH

Impress of watch	Frequency	Percent
Colour	13	21.3
Style	29	47.5
Advertisement	1	1.6
Look	18	29.5
Total	61	100.0

The above table 20 shows that 21.3% of the respondents impress of a watch is colour, 47.5% of the respondents impress of a watch is style, 1.6% of the respondents impress of a watch is advertisement, 29.5% of the respondents impress of a watch is look.

FINDINGS AND SUGGESTION

FINDINGS

1. Majority of respondents are aware about the various range of products provided by wrist watches through advertisement.
2. Majority of respondents agreed Fastrack and another titan brand only differ in the price range.
3. Majority of the respondents felt that Fastrack watches are good than its competitors.
4. Majority of the respondents used the Fastrack watches for more than 1 year.

SUGGESTION

1. Consumer of Fastrack watches is well known about the product range provided by the brand.

2. From the survey it is clear that majority of the consumers were young people and the advertisements, products offered by Fastrack watches exactly matches the demand of youth. This makes Fastrack watches ahead of its competitors
3. From the survey it is clear that service quality offered by the Fastrack brand has a good influence on consumers. So Fastrack should improve its consumer service quality to retain and satisfy consumers
4. In order to improve its sales, a promotion should be taken care, excellent consumer care should be provided and also it should reduce its service time.

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 Fastrack need to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Fastrack needs to take serious efforts to make itself competitive and stable in the dynamic market situation by focusing on the service quality aspects.

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