

# STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS TITAN WRIST WATCHES WITH SPECIAL REFERENCE TO PUNE

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**Abstract.** *This research paper has been written in order to understand the consumer buying behaviour towards Titan wrist watches in Pune. The objectives of this research is to study the factors affecting choice of type of Titan wrist watches, to measure the customer satisfaction towards Titan wrist watches, to find out the desired platform for buying of watches and to find out the type of strap material preferred for wrist watches. Descriptive research design and non-probability (convenience) sampling technique has been used in order to conduct this research. In order to collect the primary data, questionnaire is used and telephonic interview is conducted. Chi-square test and ANOVA is used to test the hypotheses. Data is analysed using SPSS. The results of the study revealed useful information about the consumers buying behaviour which might be of great value to the marketers and the manufacturers of Titan wrist watches.*

**Keywords:** *Buying Behaviour, Customer Satisfaction, Titan Wrist Watch, Strap Materials, Preference.*

## 1. INTRODUCTION

Watches have turn out to be nearly a need for human beings, irrespective of the economic class they belong to. The watch industry in the modern state of affairs is booming and achieving a rapid growth in India. With the advent of latest technology, a revolutionary change has occurred in the watch market of India. Many new brands with latest technology have entered the market leading to rising competitiveness in the industry.

Titan Company Ltd. (earlier referred to as Titan Industries Ltd.) is an Indian consumer good company that manufactures fashion add-ons which include watches, jewellery, eyewear, etc. It is a joint venture of Tata Group and TIDCO (Tamil Nadu Industrial Development Corporation) & is taken into consideration Tata group's largest consumer company. Later it kept on launching more variety of products and started touching more segments.

Titan is also having its city specific edition for Mumbai and Kolkata.

## 2. RESEARCH PROBLEM

This study has been set out in order to identify:

1. The demographic factors responsible for the choice of type of Titan wrist watches.
2. The type of strap material preferred for wrist watches.
3. The desired platform for purchase of wrist watches.
4. The satisfaction level of customers towards the various aspects of brand.

## 3. RESEARCH OBJECTIVES

Primary objective-

1. To study the demographic factors affecting choice of type of Titan wrist watches.
2. To study the difference between the satisfaction levels of customers with respect to various aspects of Titan wrist watches.

Secondary objectives-

1. To measure the customer satisfaction towards Titan wrist watches.
2. To find out the desired platform for buying of watches.
3. To find out the preferred strap material for wrist watches.

## 4. HYPOTHESES

1. Null Hypothesis ( $H_0$ ) - There is no significant relationship between various demographic factors (income, age, gender) and the choice of type of Titan wrist watch.

Alternate Hypothesis ( $H_1$ ) - There is a significant relationship between various demographic factors (income, age, gender) and the choice of type of Titan wrist watch.

2. Null Hypothesis ( $H_0$ ) - There is no significant difference between the satisfaction level of customers of various occupation with respect to various aspects (quality, design, warranty period) of Titan wrist watches.

Alternate Hypothesis ( $H_1$ ) - There is a significant difference between the satisfactions level of customers of various occupation with respect to various aspects (quality, design, warranty period) of Titan wrist watches

## 5. LITERATURE REVIEW

Dhevika, Lathasri and Karthik (2014) have studied in their research the loyalty of the college students towards the particular brand of wrist watch. Loyalty is one of the factors which proves to be very fruitful for the Brand. The study brings out that the loyal customer base brings more revenue for the company than the new customer base. In this study

it has been concluded that Brand trust is the most important factor contributing towards brand loyalty, followed by the product quality and brand effect, which shows that most of the people stick to the brand because of the trust they have in the brand, the quality offered by the brand, etc. [1]

Shanmugapriya and Kavya (2018) tried to find out the preference and buying behaviour of the customers towards the branded watches, role that brand image plays on their usage pattern, and the factors that are considered before the purchase of the branded watches. The study showed that customers consider a variety of factors like price, quality, design, before purchasing a particular brand of watch [2].

In the research paper of Gurusamy *et al.* (2018), authors studied the Quality of the wrist watches offered, finding out whether they are able to meet the demand of the people in the market, difference between the expectation and the reality in terms of the quality offered [3].

Kumaravel and Poornima (2015) analysed the Eco-friendly technologies adopted by the Titan watches. Titan has launched a range of watches that can be recharged from diffused and indirect light sources like mobile screen and candle light. Apart from this they have also launched the solar powered watches. These watches get charged whenever they come in contact with the light sources. This study revealed that advertisement is the major source of their brand awareness [4].

In his study Halamata (2013) offered basically a research about the extent to which the customers are aware about the brand, their attitude towards it, and the marketing channels. Titan has the global market and is considered to be the most reliable brand when it comes to the quality and the performance. It has never failed to meet the expectations of its customers. It is also concluded from this research that there is equal contribution of friends and relatives in choosing this brand [5].

Mini Tejaswi (2019) brought out that now-a-days watches are not only considered as an object or device which tells us time but it has also become an accessory with multiple features and designs, and is considered as a status symbol [6].

## 6. RESEARCH METHODOLOGY

This study is undertaken to study the buying behaviour of the consumers. Descriptive research design and non-probability (convenience sampling) has been used in this research. In order to conduct the research both primary and secondary data is used. Primary data is collected through questionnaire and telephonic interview. The questionnaire was divided into two parts, one dealt with the demographic factors and the other with consumer buying behaviour. The secondary data is collected through various journals, articles, and websites. The sample size that has been studied is of 150 respondents. Chi-square test and ANOVA is used to test the hypotheses. Data is analysed using SPSS.

## 7. DATA ANALYSIS AND INTERPRETATION

### Hypothesis Testing

1. Null Hypothesis ( $H_0$ ) - There is no significant relationship between various demographic factors

(income, age, gender) and the choice of type of Titan wrist watch.

Alternate Hypothesis ( $H_1$ ) - There is a significant relationship between various demographic factors (income, age, gender) and the choice of type of Titan wrist watch.

**Table 1: Relationship between gender and type of Titan wrist watch**

Variables			Type of wrist watch				Total
			Analog	Digital	Hybrid	Touch screen	
Gender	Male	Count	28	7	23	10	68
		E.C.*	38.5	7.3	15.9	6.3	68
	Female	Count	57	9	12	4	82
		E.C.*	46.5	8.7	19.1	7.7	82
<b>Total</b>		Count	85	16	35	14	150
		E.C.*	85	16	35	14	150

Source: Table realized by authors E.C.\* = Expected Count

**Table 2: Chi-Square Tests**

Values from tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.997 <sup>a</sup>	3	0.002
Likelihood Ratio	15.211	3	0.002
Linear-by-Linear Association	14.469	1	0
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.35.

Source: Table realized by authors

P-value= 0.002, since p value is less than 0.05, Reject null hypothesis. Inference: There is a significant relationship between gender and the type of Titan wrist watch.

Interpretation: Males prefer more of Hybrid type of watches whereas females prefer more of Analog watches.

**Table 3: Relationship between age and type of Titan wrist watch**

Variables			Type of wrist watch				Total	
			Analog	Digital	Hybrid	Touch screen		
Age	13-24	Count	50	9	7	4	70	
		E.C.*	39.7	7.5	16.3	6.5	70	
	25-34	Count	16	2	12	4	34	
		E.C.*	19.3	3.6	7.9	3.2	34	
	35-44	Count	13	4	10	5	32	
		E.C.*	18.1	3.4	7.5	3	32	
	45-60	Count	5	1	6	1	13	
		E.C.*	7.4	1.4	3	1.2	13	
	Above 60	Count	1	0	0	0	1	
		E.C.*	0.6	0.1	0.2	0.1	1	
	<b>Total</b>		Count	85	16	35	14	150
			E.C.*	85	16	35	14	150

Source: Table realized by authors E.C.\* = Expected Count

**Table 4: Chi-Square Tests**

Values from tests	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	21.248 <sup>a</sup>	12	0.047	0.056	
Likelihood Ratio	22.201	12	0.035	0.032	
Fisher's Exact Test	23.345			0.011	
Linear-by-Linear Association	10.128 <sup>b</sup>	1	0.001	0.001	0.001
N of Valid Cases	150				
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .09.					
b. The standardized statistic is 3.182.					

Source: Table realized by authors

Since 11 cells (55.0%) have expected count less than 5, the assumption for chi-square is violated, hence we will look for Fisher's exact test value.

P-value= 0.011, since p value is less than 0.05, Reject null hypothesis. Inference: There is a significant relationship between age and the type of Titan wrist watch.

Interpretation: Younger people prefer all type of watches whereas older people prefer more of Analog and hybrid watches.

**Table 5: Relationship between income and type of type of Titan wrist watch**

Variables		Type of wrist watch				Total	
		Analog	Digital	Hybrid	Touch screen		
Income	Less than 20000	Count	64	10	12	5	91
		E.C.*	51.6	9.7	21.2	8.5	91
	21000-50000	Count	13	3	15	5	36
		E.C.*	20.4	3.8	8.4	3.4	36
	51000-100000	Count	6	3	6	2	17
		E.C.*	9.6	1.8	4	1.6	17
Above 100000	Count	2	0	2	2	6	
	E.C.*	3.4	0.6	1.4	0.6	6	
Total	Count	85	16	35	14	150	
	E.C.*	85	16	35	14	150	

Source: Table realized by authors E.C.\* = Expected Count

**Table 6: Chi-Square Tests**

Values from tests	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	25.786 <sup>a</sup>	9	0.002	0.004	
Likelihood Ratio	25.05	9	0.003	0.004	
Fisher's Exact Test	25.407			0.001	
Linear-by-Linear Association	16.349 <sup>b</sup>	1	0	0	0
N of Valid Cases	150				
a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .56.					
b. The standardized statistic is 4.043.					

Source: Table realized by authors

P-value= 0.001, since p value is less than 0.05, Reject null hypothesis. Inference: There is a significant relationship between income and the type of Titan wrist watch

Interpretation: People with lower income prefer all type of watches whereas people with higher income prefer more of Analog and hybrid watches.

1. **Null Hypothesis (H<sub>0</sub>)** - There is no significant difference between the satisfaction levels of customers of various occupation with respect to various aspects (quality, design, warranty period) of Titan wrist watches.

**Alternate Hypothesis (H<sub>1</sub>)** - There is a significant difference between the satisfaction levels of customers of various occupation with respect to various aspects (quality, design, warranty period) of Titan wrist watches.

**Table 7: Difference between the satisfaction levels of customers of various occupation with respect to quality of Titan wrist watches**

ANOVA					
Level of Satisfaction towards Quality					
Values	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.65	4	1.66	6.017	0.00
Within Groups	40.05	145	0.28		
Total	46.69	149			

Source: Table realized by authors

P-value= 0.000, since p value is less than 0.05, Reject null hypothesis

Inference: There is a significant difference between the satisfaction level of customers of various occupation in relation to quality of Titan wrist watches.

Interpretation: Respondents of various occupation have difference in the satisfaction level with respect to quality of Titan wrist watches.

**Table 8: Difference between the satisfaction levels of customers of various occupation with respect to design of Titan wrist watches**

ANOVA					
Level of satisfaction towards design					
Values	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.379	4	2.345	5.671	0
Within Groups	59.954	145	0.413		
Total	69.333	149			

Source: Table realized by authors

P-value= 0.000, since p value is less than 0.05, Reject null hypothesis. Inference: There is a significant difference between the satisfaction levels of customers of various occupation in relation to design of Titan wrist watches.

Interpretation: Respondents of various occupation have difference in the satisfaction level with respect to design of Titan wrist watches.

**Table 9: Difference between the satisfaction levels of customers of various occupation with respect to warranty period of Titan wrist watch**

ANOVA					
Level of satisfaction towards warranty period					
Values	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.336	4	0.834	2.77	0.03
Within Groups	43.657	145	0.301		
Total	46.993	149			

Source: Table realized by authors

P-value= 0.030, since p value is less than 0.05, Reject null hypothesis. Inference: There is a significant difference between the satisfaction levels of customers of various occupation in relation to warranty period of Titan wrist watches.

Interpretation: Respondents of various occupation have difference in the satisfaction level with respect to warranty period of Titan wrist watches.

## 8. ANALYSIS OF OBJECTIVES

### O1.To measure the customer satisfaction towards titan wrist watches

FACTORS	C-SAT SCORE (%)
Quality	96.66
Design	89.33
Warranty Period	84.00
Variety	83.33
Return & exchange	76.00

Source: Table realized by authors

Interpretation: Around 96% of respondents are found to be satisfied with the quality of Titan wrist watches while 76% respondents are found to be satisfied with return & exchange.

### O2.To find out the preferred strap material for wrist watches

**Table 10: Gender \* Strap Material Cross tabulation**

Variables		Strap Material					Total
		Metal	Leather	Ceramic	Rubber	Others	
Gender	Male	14	38	8	5	3	68
	Female	52	16	5	4	5	82
Total		66	54	13	9	8	150

Source: Table realized by authors

Interpretation: It can be seen in the table that maximum number of males i.e. 38 prefer leather as a strap material and maximum number of females i.e. 52 prefer metal as a strap material. Hence can be interpreted that males generally prefer leather as a strap material and females metal as a strap material.

## 9. FINDINGS

- i. There is a significant relationship between various demographic factors (income, age, gender) and the selection of type of Titan wrist watch.
- ii. From the research it was found that 13-24 age group is the major contributor towards Titan wrist watch followed by 35-44 age group.
- iii. Out of 150 respondents, it was found that majority (45.3%) of respondents prefer to buy Titan wrist watch from its outlet followed by its website.
- iv. This research also reveals that majority of respondents prefer metal as a strap material followed by leather. It has also been found out that females mostly prefer metal as a strap material because of its ornamental thing and it is unlikely to break or stretch while males mostly prefer leather strap material because of its light weight and can be worn out in any occasion.
- v. 56.7% i.e. 85 respondents prefer analog watches over other type of watches followed by Hybrid, Digital and Touch screen.
- vi. C-sat score reveals that 96.66% of the respondents are satisfied with the quality of Titan wrist watches while there are 76% people who are satisfied with their return & exchange policy.
- vii. 50% of the respondents are found to be brand loyal and are not thinking of switching to another brand.
- viii. There is a significant difference between the satisfaction levels of customers of various occupation with respect to various aspects (quality, design, warranty period) of Titan wrist watches.

## 8. CONCLUSIONS

This research was conducted in order to find out the consumer's buying behaviour towards Titan wrist watches. Study reveals that metal is the most preferred strap material. Apart from this, Analog watches are considered to be most demanded by the consumers. The study also brings out that most majority of people prefer to shop for Titan watches from its outlet. This study concludes that there is a difference between the satisfaction level of various customers with respect to various aspects quality, design, warranty period, of Titan wrist watches. With the growth of watch industry and more competitors entering this market, it is necessary for Titan to focus on its return & exchange policy and the warranty period of watches.

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