



A STUDY ON BRAND PREFERENCE TOWARDS WRIST WATCHES IN COIMBATORE CITY

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Introduction

Marketing is the process used to determine what products or service may be of interest to customers, and the strategy to use in sales, communications and business development. It generates the strategy that underlies sales techniques, business communication, and business development. It is an integrated process through which companies build strong customer relationships and create value for their customers and for them marketing is used to identify the customer, satisfy the customer, and keep the customer. With the customer as the focus of its activities, market management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying its profitable. The term holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

Objectives

- To study the consumers brand preference towards wrist watches.
- To study the price ranges of used by the respondents.
- To study the respondents about the occasion in which the watches are purchased.
- To study the type of the straps preferred by the respondents
- To offer suggestion on the basic study.

Statement of Problem

Now a day's various technologies has been adopted in our society. Among the various new innovation as electronic wrist watches play a vital role in our country. Many companies are introducing various new models in the market. Among the new models arrival, customers are buying different watches due to various reasons.

In the present market scenario, the consumer has got more choice to select according to their demand, preference, and pattern of consumption etc; there are so many brands of wrist watches in the market which offer tough competitions. It will be worth to note as to what basis consumer take decision and what one is influencing factor for their purchase and hence this study is necessary.

Methodology of Study

The methodology includes area of study, sources of data, sampling technique and also the tool for the analysis.

Area of study:The area of study is confined to Coimbatore city.

Source of data:The study is based on primary data. The data were collected directly from the respondents through questionnaire.

Sampling plan and Sampling design

Sample selection of customer throughout Coimbatore was taken for the survey to get the homogeneous and true representation of branded **Wrist Watches**.

Sample size: 100 customer using purifier in Coimbatore district is taken as sample for the study.

Sampling method: Convenient sampling was used for the study and process of the data analysis and the survey was conducted accordingly.

Tools for data analysis

The data analysis of data collected through research has done systematically. Simple percentage analysis and Ranking are used to represent a variety of data that fall into various categories. The analysis has been done systematically so as to get a correct and authentic result.



Limitations of the study

- The study is limited only to Coimbatore City.
- The number of respondents is limited to 100.
- The study was concentrated only on the major parts of the city.

Review of Literature

Badri (2011)¹ in his study observed that, the brand of watches coming from the Titan industries is known for quality and performance in the domestic and international markets. The consumers of Titan brand watches are highly satisfied having pride in owning and wearing the most sophisticated and highly reliable and superior performance watch. Titan brand watches are in great demand not only in India but also abroad. It is owing to a fact that they come from a Tata group company. The turnover of titan brand of watches has shown up trend from year to year. Titan watches enjoy a lion's share in the domestic watch market. Though, there, is increasing demand for all varieties of Titan a watch, a few suggestions given by the respondents is to be considered by Titan industries. The company has to put its efforts in improving quality of its watches, introduce new varieties with changing out look to appeal and attract potential customers for its products. Again the company can also consider for a reduction in the prices which may make it market leader in the years to come. Finally it was concluded that the performance of Titan watches is not only amazing but also highly satisfactory. The company can achieve further success by improvement the suggestions of the consumers.

Richard (2011)² in his article based on the Bremond watch company as of 2011, describes the history of the fine watch industry in great Britain and recounts the founding of the company by brothers Nick English and Giles English in the mid of 2000s. It discusses aspects of the company's business model, including its manufacturing process and approach to distribution.

Hannah (2013)³ in his article, presents the reflections of billionaire Ralph Lauren on wrist watches, and in particular mechanical watches rather than digital ones. The study observed that all kind of watches interest including old watches, pilot watches, and underwater watches. It perceives a wrist watch as representative, to a certain degree, of the wearers' personality. The study admits to being a watch contrarian, wearing large watches when small ones are in style and vice versa.

An Overview of Wrist Watches

Tick-Tock Tick-Tock: The Glorious Sound Of Watches

Watches have become an integral part of our lives; consider that a lot of people simply cannot step out of home without strapping them on. Some have even gone to the extent of saying that they feel naked without watches! Watches are not just a device to know the time, but are an excellent judge of someone's personality. Watches in India are a great fashion accessory for both men and women.

Watches in India for Men and Women

Men and women can now choose a wide range of watches online at mantra. Take your pick from top brand like titan, Timex, hmt, maxima, citizen, Casio, Nike and more. Experiment with watches in India and choose from analog, digital or a display that is a combination of both, pick colors like black, brown, purple, yellow, white literally every color under the sun. watches comes in all kind of shapes like round, oval, square, rectangle, in dials of all size. You can pick straps in metal, plastic, silicon or leather.

Some watches show only in the current time, while some have other features like date, alarm, water resistance, stop watch, multiple time zones etc, depending upon your requirement, buy watches in India and show your acute sense of style to the world.

Wrist Watch Brands in India

There are many brands in India like titan, Timex, hmt, maxima, citizen, Casio etc. Then there are sports and luxury watch brands viz. Tommy, Hilfiger, swatch, Rolex and omega. This is one product that you will never find any limit on the available option.

Type of Wrist Watches

At a broad level, there are two type of watches- Digital and analog. But there are many ways you can categorize watches such as

- Luxury watches
- Sports watches
- Men's watches



- Women's watches
- Kids watches

Analysis and Interpretations

In order to collect information about "Brand preference towards wrist watches", 100 questionnaires were distributed to customers. The responses are tabulated, analyzed and interpreted as follows.

Table:1 ,Ranking Towards The Consumers Brand Preference About Wrist Watches

Brand Name	Respondents	
	Percentage	Rank
Titan	24	1
Timex	18	3
Hmt	17	4
Maxima	15	5
Citizen	20	2
Casio	6	6
Total	100	

From the above table, it is interpreted that the majority of the respondents are using Titan watches which can be ranked as no.1. The least number of respondents use Casio watches which can be ranked as no.6.

Table:2 The price range of the watch used by the respondents

Price Range	Respondents	
	Number	Percentage
Below `1000	11	11
`1000 to `2000	38	38
`2000 to `3000	17	17
Above `3000	34	34
Total	100	100

It is understand from the above table that out of the total respondents taken for the study, 38% of the respondents are using the wrist watches under the price range of `1000 to `2000, 34% of the respondents are using the wrist watches under the price range of above `3000,17% of the respondents are using the wrist watches under the price range of `2000 to `3000, and 11% of the respondents are using the wrist watches under the price range of below `1000.

It is concluded that maximum (38%) of the respondents are using the wrist watches under the price range of `1000 to `2000.

Table:3 Occasion when watch is purchased by the respondents

Intend to buy a watch	Respondents	
	Percentage	Rank
Wedding anniversary	3	5
Birthday gift	14	3
Congratulatory gift	16	2
Casual buying	59	1
Other	8	4
Total	100	

From the above table, it is interpreted that the majority of the respondents are buying watches for casual, which can be ranked as no.1. The least number of respondents purchase the watches for wedding anniversary, which can be ranked as no.5.

Table -4,The type of the straps preferred by the respondents

Straps	Respondents	
	Number	Percentage
Leather	19	19
Plastic	23	23
Metal	58	58
Total	100	100



It is understood from the above table that out of the total respondents taken for study, 58% of the respondents prefer metal straps for their wrist watch, 23% of the respondents prefer plastic straps and 19% of the respondents prefer leather straps.

It is concluded that majority (58%) of the respondents prefer metal straps for their wrist watches.

Findings

Results of Percentage Analysis

The following are the findings on the study relating to application of descriptive analysis

1. It is concluded that majority (52%) of the respondents are male.
2. It is concluded that maximum (34%) of the respondents belong to the age group of below 25 years.
3. It is concluded that majority (61%) of the respondents are married.
4. It is concluded that majority (62%) of the respondents have college level education.
5. It is concluded that maximum (32%) of the respondents belong to other category such as pensioner, students etc.
6. It is concluded that maximum (39%) of the respondents have income level which is between `20000 and `30000.
7. It is concluded that maximum (24%) of the respondents are using Titan brand watches.
8. It is concluded that maximum (38%) of the respondents are using the wrist watches under the price range of Rs 1000 to 2000.
9. It is concluded that majority (59%) of the respondents purchase watch casually.
10. It is concluded that maximum (50%) of the respondents wearing a watch for fashion.
11. It is concluded that majority (58%) of the respondents prefer metal straps for their wrist watch
12. It is concluded that majority (82%) of the respondents doesn't like change the watch for different occasions.
13. It is concluded that majority (65%) of the respondents are using wrist watches for period of 3 to 6 years
14. It is concluded that maximum (47%) of the respondents are highly satisfied with preferred brand.

Findings of Ranking Analysis

- Majority of the respondents are using Titan watches which can be ranked as no.1. The least number of respondents use Casio watches which can be ranked as no.6.
- Majority of the respondents are buying watches for casual, which can be ranked as no.1. The least number of respondents purchase the watches for wedding anniversary, which can be ranked as no.5.

Suggestions

- Most of the customers are satisfied with the quality of wrist watches and even then, there should be no compromise on quality.
- Price of the watches should be reduced to cover more number of customers.
- Customers expect to purchase watch with new technology and modern designing.
- Extended warranty period should be given to prove the quality of product.
- New models and styles should be refreshed periodically.
- Promotional offer and gifts must be given to the buyers at the time of purchase.
- Different style must be introduced to attract the young generation.

Conclusion

Wrist watch in India always had the market. The manufacturer should produce necessary changes to boost up the sales of wrist watches. To create a boom in sales, the manufacturer must provide offers, discount and extended warranty period which act as a catalyst. From this study it is concluded that most consumers prefer low price, better quality and service from the manufacturer of wrist watches. The value of information would be helpful in decision making in development in making marketing strategies for to increase the number of customers. The company may achieve further success by improving the suggestions of the customers.