

## **A STUDY ON CUSTOMER SATISFICATION THROUGH DESIGN THINKING ON TITAN AND FASTRACK WATCHES WITH SPECIAL REFERENCE IN COIMBATORE CITY**

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### **ABSTRACT:**

Titan and Fastrack, two prominent watch brands under the Titan Company, have left a significant mark in the world of timekeeping. Titan, a subsidiary of the Tata Group, has built a reputation for crafting timeless and sophisticated timepieces that cater to a wide spectrum of consumers. The brand is synonymous with quality and innovation, offering classic designs that exude elegance and reliability. In contrast, Fastrack, also a part of Titan, takes a more youthful and trendy approach. With a focus on the younger generation, Fastrack creates watches that are not only functional but also fashionable, reflecting the dynamic and contemporary lifestyles of its target audience. These watches are known for their vibrant designs and the ability to keep up with the latest trends. Both brands share a commitment to providing consumers with a variety of options, ensuring that there's a Titan or Fastrack watch for everyone, regardless of age or style preference.

Titan and Fastrack continue to captivate watch enthusiasts by combining craftsmanship, innovation, and style, making them integral players in the global watch industry. In addition to their diverse offerings, both Titan and Fastrack have adapted to changing consumer preferences and emerging trends in the watch industry. Titan has a strong presence in the luxury watch segment with brands like Nebula and Raga, while Fastrack continues to innovate with designs that resonate with the youth. Titan and Fastrack have also expanded their product lines to include smartwatches, incorporating cutting-edge technology into their timepieces. This evolution reflects their commitment to staying relevant in the digital age.

### **KEYWORDS:**

Titan ,Smartwatch, dynamic, Fastrack, innovation

## **INTRODUCTION:**

Titan Company Limited (Titan), a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO), commenced its operations in 1984 under the name Titan Watches Limited. Titan is the fifth largest integrated own brand watch manufacturer in the world. Over the last three decades, Titan has expanded into underpenetrated markets and created lifestyle brands across different product categories. Titan is widely known for transforming the watch and jewellery industry in India and for shaping India's retail

market by pioneering experiential retail.

Fastrack is an Indian fashion accessory retail brand, launched in 1998 as a sub-brand of Titan Watches. In 2005, Fastrack was spun off as an independent brand targeting the urban youth and growing fashion industry in India. Fastrack began opening retail stores throughout the country. Fastrack was launched in 1998 and became an independent urban youth brand in 2005. Since then, it has carved a niche for itself with watches and sunglasses that are both fashionable and affordable.

### **Empathy:**

Empathy Map and Deep User Understanding

- A deep dive with a broad lens
- Concept Visualization
  - Ideation, Prototyping and user evaluation
- Strategic Business Design
  - Activity system design and evaluation.

### **OBJECTIVES OF THE STUDY:**

- To study the customer preference towards Titan and Fastrack watches
- To find out the factors influencing while choosing a branch.
- To find the customer satisfaction in the Titan and Fastrack watches.

Fastrack is an Indian fashion accessory retail brand, launched in 1998 as a sub-brand of Titan Watches. In 2005, Fastrack was spun off as an independent brand targeting the urban youth and growing fashion industry in India. Fastrack began opening retail stores throughout the country.

- To identify the customer awareness towards Titan and Fastrack watches

### **RESEARCH METHODOLOGY:**

The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is

used to obtain information concerning the current status of the phenomena to describe “what exists” with respect to variables in a given situation.

### **TOOLS USED:**

- ✓ Percentage analysis
- ✓ Chi-square
- ✓ ANOVA

### **STATEMENT OF THE PROBLEMS:**

The study on “Consumer satisfaction towards Fastrack watch with special reference to Coimbatore” consumer preference helps to know who the customers

are, what they want, how they use and react to the product. The wants of the consumer are carefully studied by conducting surveys on consumer preference.

### **DESIGN THINKING STAGE:**

Define:

1. What are the problems faced by the consumer wearing Titan and Fastrack watches?

2. What are the solutions to be provided for the problem faced by the consumer wearing Titan and Fastrack watches?

### **SCOPE OF THE STUDY:**

From this study, the performance and problems of the customer can be analysed. The study helps to know the factors that influence the customer to buy the product. This study helps to know the necessary change in product features and customer feeling about the Titan and Fastrack watches. The study will be useful for the company to make necessary changes in price, designs, apps, and etc.

### REVIEW OF LITERATURE:

**DEEP D. (08-09-2020)** nice watch. classy look. there can be nothing better than this at such a low price. I got it for only Rs 672. worth every penny. the packaging was also very good. and I got the watch before the estimated delivery time. thanks, Fastrack.

**MEHUL S. (06-09-2022)** a very good watch and fitness tracker at good price point. however, it has limitations with watch faces

and iPhone integration is also not perfect.

**PRIYANSHU M. (14-10-2022)** excellent quality product. I am very impressed with this watch. good service given by company. the strap is very soft.

**RAJU K (25-12-2022):** it has all the features required for a Bluetooth calling smartphone. although the price is on a higher side, the built quality and functionality is superb

### RESEARCH GAP:

A detailed comparative analysis of customer satisfaction with Titan and Fastrack watches, considering factors such as design, pricing, brand image, and product durability.

Customer Segmentation: Investigating how different customer segments perceive and value these brands, including factors like age, lifestyle, and purchasing behaviour

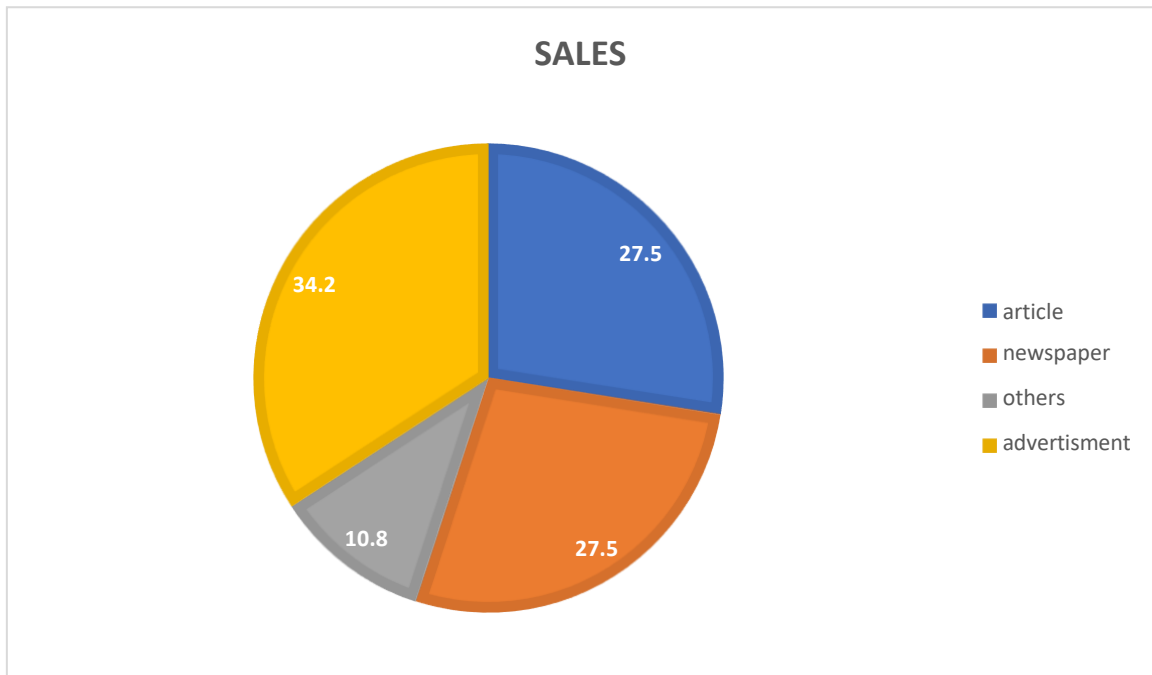
### DATA ANALYSIS AND INTERPRETATION:

**TABLE-1**

**TABLE SHOWING DO YOU KNOW ABOUT THE BRANDS**

	Frequency	Percent	Valid Percent	Cumulative Percent
Article	33	27.5	27.5	27.5
Newspaper	33	27.5	27.5	55.0
Advertisement	41	34.2	34.2	89.2
Others	13	10.8	10.8	100.0

Total	120	100.0	100.0	
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**CHART-1 SHOWING DO YOU KNOWN ABOUT THE BRANDS**

**INTERPRETATION:**

The above chart indicates that 33% of the respondents for both **ARTICLE** and **NEWSPAPER**.41% of the respondents for **ADVERTISEMENT** and 13% of the respondents for **OTHERS**.

**TABLE-2**  
**TABLE SHOWING WHICH BRAND DO YOU PREFER**

	N	MEAN	std. Deviation	std. Error	95%confident interval for mean		minimum	maximum
					Lower Bound	Upper Bound		
Titan	19	1.68	1.003	.230	1.20	2.17	1	4
Fastrack	56	2.46	.972	.130	2.20	2.72	1	4
Sonata	33	2.82	.769	.134	2.55	3.09	1	4
Zoop	12	2.83	1.115	.322	2.13	3.54	1	4
Total	120	2.48	1.004	.092	2.29	2.66	1	4

**TABLE-3  
 ANOVA**

	Sum of squares	Df	Mean square	F	Sig.
Between groups	17.315	3	5.772	6.525	.000
Within groups	102.610	116	.885		
Total	83.718	119			

**INTERPRETATION:**

The above shown indicates that 19% of the respondents of **TITAN**.56% of the respondent of **SONATA**.33% of the respondents of **FASTRACK**.12% of the respondents of the **ZOOP**.

**TABLE-4**

**TABLE SHOWING FEATURES INFLUENCED YOU TO BUY THIS WATCH**

	Observed N	Expected N	Residual
Price	22	30	-8.0
Design	41	30	11.0
New features	44	30	14.0
Availability of market	13	30	-17.0
Total	120		

**TABLE-5**

**TEST STATISTICS**

	How features influenced you to buy this watch
Chi-square	22.333 <sup>a</sup>
Df	3
Asymp. Sig.	.000

a.0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0

**INTERPRETATION:**

The above chart indicates 22% of the respondents of **PRICE**.41% of the respondents of **DESIGN**.44 % of the respondents of **NEW FEATURES**.13% of the respondents of **AVAILABILITY OF MARKET**.

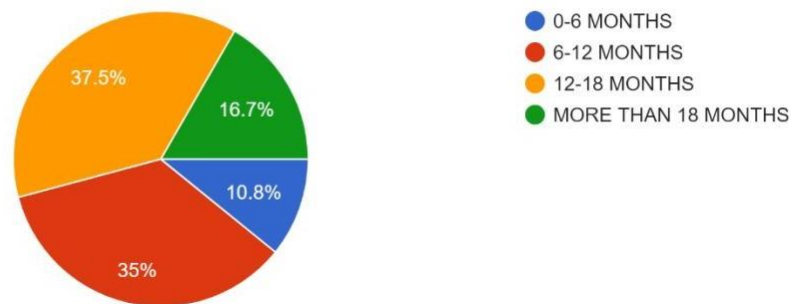
**TABLE-6**

**TABLE SHOWING LONG HAVE YOU BEEN USING FASTRACK WATCHES**

Particulars	No of respondents	percentages
0-6 Months	22	18.3%
6-12 Months	35	29.2%
12-18 Months	42	35%
More than 18 months	21	17.5%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>

**CHART-6 SHOWING LONG HAVE YOU BEEN USING FASTRACK WATCHES**

120 responses



**INTERPRETATION:**

The above chart indicates that 10.8% of the respondents to **0-6 MONTHS**.35% of the respondents to **6-12 MONTHS**.37.5% of the respondent to **12-18 MONTHS** .16.7% of the respondents to more than **18 MONTHS**

**TABLE-7**

**TABLE SHOWING RANGE WILL YOU AFFORDABLE TO BUY**

					95% confident		
					interval for mean		

	N	MEAN	std. Deviation	std. Error	Lower Bound	Upper Bound	minimum	maximum
1000-2000	24	1.71	.928	.185	1.32	2.09	1	4
2000-3000	36	2.33	.676	.113	2.10	2.56	1	4
3000-4000	39	2.51	.823	.132	2.25	2.78	1	4
above 4000	21	2.62	.865	.189	2.23	3.01	1	4
Total	120	2.32	.860	.078	2.16	2.47	1	4

**TABLE-8**

**ANOVA**

	Sum of squares	Df	Mean square	F	Sig.
Between groups	12.312	3	4.104	6.293	.001
Within groups	75.654	116	.652		
Total	87.967	119			

**INTERPRETATION:**

The above table indicates that 24% of the respondents of **1000-2000**.36% of the respondents of the respondents of **2000-**

**3000**.39% of the respondents of the **3000-4000**.21% of the respondents of above **4000**.

**FINDINGS:**

- Majority (41%) of the respondent of the advertisement.
- Majority (56%) of the respondents of the Fastrack.
- Majority (44%) of the respondents of

- the new features.
- Majority (37.5%) of the respondents of the 12-18 months.
- Majority (39) of the respondents of the 3000-4000

**SUGGESTIONS:**

Quality Assurance: Titan and Fast Track are well-known brands, and customers expect high-quality watches. Ensure that each watch is thoroughly checked for quality and functionality before it is sold to the customer.

1. Warranty and Service: Offer a reasonable warranty period and after-sales service to ensure that customers are satisfied with their purchases. Provide clear instructions on how to avail warranty or service in case of any issues.

### **CONCLUSION:**

Based on the above information available up to my knowledge, I can provide the following conclusion on customer satisfaction regarding Titan and Fastrack watches: Titan and Fastrack are two popular and well-known brands in the Indian watch market. Both brands offer a wide range of watches, including analog and digital, for men and women, with varying designs, features, and price points. Overall, customer

### **REFERENCE:**

<https://www.fastrack.in/product/fastrack-black-dial-analog-watch-for-unisex-38024pp25>

<https://www.fastrack.in/product/fastrack-smart-unisex-watch-with-pink-strap-38074ap03>

<https://www.fastrack.in/product/fastrack-smart-unisex-watch-with-black-strap-38077ap01>

<https://amzn.eu/d/2BticGN>

2. Variety of Designs: Offer a variety of designs that cater to different tastes and preferences. This can range from formal watches for business professionals to trendy watches for fashion enthusiasts.

3. Customer Feedback: Encourage customers to provide feedback on their purchases. This can help in identifying areas for improvement and in enhancing the overall customer experience.

satisfaction with Titan and Fast Track watches is generally positive. Both brands are known for their quality and durability, with many customers reporting that their watches have lasted for years without any issues. Additionally, customers appreciate the wide range of designs and features available, allowing them to choose a watch that fits their style and needs.

<https://amzn.eu/d/e9sADog>

<https://dl.flipkart.com/s/3R96dmNNNN>

[www.fastrack.com](http://www.fastrack.com)

<https://www.businesstoday.in>

[www.titan.co.in](http://www.titan.co.in)

