

## **AN ANALYSIS OF CONSUMER BUYING BEHAVIOR FOR TITAN WATCH**

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### **Abstract:**

This study is to investigate consumer purchasing behaviour about Titan watches in Sangola. This research intends to investigate the factors affecting the choice of Titan wristwatches, evaluate consumer satisfaction with Titan wristwatches, identify the favoured purchasing platform for watches, and ascertain the chosen strap material for wristwatches. This study utilised a descriptive research design and a non-probability (convenience) sampling method. This research on consumer purchasing behaviour for Titan watches employs questionnaires and interviews to collect primary data. Secondary data is acquired from many publications, journals, and websites.

**Keywords:** Consumer Purchasing Behavior, Customer Contentment, Marketing, etc.

### **Introduction:**

Watches have evolved into something that practically everyone, regardless of their socioeconomic standing, needs to have. There is currently a substantial expansion taking place in the watch sector in India. The watch industry in India has seen a profound transformation as a direct result of the introduction of powerful computing technology. Because of the proliferation of new brands that make use of cutting-edge technology, the market has become more competitive, which has led to an increase in the level of competition within the industry. Titan Company Ltd., formerly known as Titan Industries Ltd., is a consumer products company based in India that manufactures a variety of fashion items, such as watches, jewellery, and eyewear. In addition to being the largest consumer company owned by the Tata Group, it is also a joint venture between the Tata Group and TIDCO, which stands for the Tamil Nadu Industrial Development Corporation. As a consequence of this, it continued to introduce a wider range of products and started penetrating more market segments. In the context of marketing, the term "consumer behaviour" refers to the actions and choices made by consumers who purchase products and services for their own personal consumption. The original purchasing decision, the possibility of future repurchases, and the utilisation of the product are all components that comprise consumer behaviour in relation to

a product. What are the parts that make up the decision-making process for the customer? The decision-making process experienced by consumers can be broken down into five primary stages. The process by which customers evaluate the choices they make regarding their purchases is described below. The five stages consist of identifying the problem, retrieving the information, evaluating the options, deciding whether or not to buy, and evaluating the purchase once it has been performed. A customer's decision-making process can be broken down into five stages. Problem identification is the process of recognising the requirement for a particular service or product.

Information retrieval is the process of acquiring data.

3. Evaluation of alternatives: the process of evaluating options in relation to other alternatives that are comparable
4. The choice to make a buy: makes the actual purchase
5. "Post-purchase evaluation": This evaluation evaluates the acquisition that they have finished.

How much For the purpose of determining the extent to which participants are familiar with Titan watches, the research study titled "Market Survey of Wrist Watches" has been conducting. In addition, it is advantageous to have an understanding of the consequences of purchasing, preferences about brands, and switching brands. Titan Watch Industries Ltd. will be able to formulate approaches to improve their products with the assistance of the research findings that were uncovered by the investigation. For the purpose of conducting an investigation into the issue, the researcher will choose the sample and the size of the sample, as well as the techniques of data collection and the numerous tools that will be utilised. There is a methodical strategy to tackling the research difficulty that is referred to as research technique. In each and every research attempt, the approach is of primary importance. The accuracy and efficiency of the research methodology that is utilised is a critical factor in determining the success of any research venture. The goal of a research approach is to find a solution to a problem, which is the defining attribute of this type of research.

## Review of Literature

Halamata (2013) largely examined client awareness of the brand, their sentiments towards it, and the marketing channels employed. Titan commands the global market and is acknowledged as the most reliable brand for quality and performance. It has constantly met client expectations. This study reveals that friends and family equally influence the choice of this brand.

Dhevika, Lathasri, and Karthik (2014) examined college students' commitment to a certain wristwatch brand in their study. Loyalty is a crucial element that produces considerable advantages for the brand. The research demonstrates that the established clientele produces greater revenue for the organisation than the new consumer segment. This study shows that brand trust is the foremost determinant of brand loyalty, followed by product quality and brand impact, suggesting that individuals maintain allegiance to a brand primarily owing to their faith in it and the quality it delivers.

Kumaravel and Poornima (2015) analysed the ecologically sustainable technologies adopted

by Titan watches. Titan has launched a series of timepieces that can be recharged using diffused and indirect light sources, including mobile screens and candlelight. Furthermore, they have launched solar-powered watches. These watches recharge when exposed to light sources. This study established that advertising is the principal source of their brand recognition.

Shanmugapriya and Kavya (2018) examined consumer preferences and purchasing behaviour concerning branded watches, the impact of brand image on usage patterns, and the factors assessed prior to the acquisition of branded watches. The poll revealed that customers assess various variables, including price and quality. Assess the design before to purchasing a particular brand of watch. Gurusamy et al. (2018) investigated the quality of wristwatches on the market, evaluating their capacity to satisfy consumer demand and the gap between expectations and actual quality delivered. Mini Tejaswi (2019) clarified that modern watches have transcended their original function as basic timekeeping instruments; they have transformed into accessories with various features and forms, functioning as status symbols.

**Research Methodology** This study sought to evaluate consumer purchasing behaviour about Titan watches. This study utilised a descriptive research design and a non-probability (convenience sampling) approach. The study utilises both primary and secondary data. Primary data is acquired using surveys and telephone interviews. The questionnaire consisted of two sections: one concerning demographic factors and the other examining consumer purchasing habits. Secondary data was acquired from many publications, journals, and websites. The analysed sample size .

**Statement of the Research Problem:** The investigation examined consumer purchase behaviour across both existing and new customers, including factors such as age, purchasing occasion, and brand preference. The fundamental aim of the research is to analyse the behaviour of current and potential customers to meet their expectations.

### **Research Objectives:**

1) To analyze the demographic characteristics of consumers purchasing Titan wristwatches.

To examine the many instances of purchasing wristwatches .

3) To analyse the competitive standing of leading wristwatch brands.

4) To examine the elements that influences the purchase of a **wristwatch**.

### **Research Methodology:**

Research design is the conceptual framework that guides the execution of the research. study involves the systematic organization of conditions for the gathering and analysis of data, aiming to align relevance to the study objective with procedural efficiency. Research serves as the blueprint for the gathering, measurement, and analysis of data.

The research will gather data from pedestrian customers using structured open-ended questions. Data gathering questionnaire for research tool is scheduled. This study mostly

relies on primary data concerning consumer purchasing behaviour and annual reports.

### Data Interpretations

The Participants and the Selection of Taluka Data were gathered from the Sangola Taluka in the state of Maharashtra. The researcher conducted interviews with 250 participants in the Taluka.

Age Group	Number	Percentage
Above 45	15	6
36-45	10	4
31-35	15	6
23-30	97	39
15-22	113	45
<b>Total</b>	<b>250</b>	<b>100</b>

**Age of Respondents:** Table No.1- Age of Respondents

Individuals in the age range of 15-22 comprise 45% of the total respondents. A total of 39% of the participants fall within the age range of 23 to 30 years . Six percent fall within the age groups of 31 to 35 and those over 45. Four percent of the participants fall within the age range of 36 to 45 years. The distribution of age groups among the total respondents is presented in Table 1.

### Occasions of Buying Watches:

Gift Occasions	Number of Respondents	Percentages
Birthday	50	15
Casual	125	50
Festival	5	6
Marriage	10	10
Others	55	19
<b>Total</b>	<b>250</b>	<b>100</b>

Table No. 2- Occasions of Buying Watches

It is important to note that 31% of the respondents' timepieces were presented by friends or relatives at a variety of casual occasions, while 50% of the respondents stated that they purchased the watches for personal use. It can be inferred that watch manufacturers must consider this factor when developing their products. Watches are frequently presented as gifts during significant events, including marriages, birthdays, and festivals. Table 8 illustrates the various events and the corresponding percentage of timepieces that the respondents purchased for personal use. The 'Others' category in the table includes instances of providing support and acknowledging accomplishments.

### Familiar Brands of Watches:

Brands	Number of Respondents	Percentages
Casio	5	2
Citizen	15	6
Classy	0	0
HMT	38	15
Others	0	0
Rado	8	3
Sonata	30	12
Timex	12	5
Titan	142	57
<b>Total</b>	<b>250</b>	<b>100</b>

Table No. 3- Familiar Brands of Watches

The selection of timepieces by clients is influenced by their design and supplementary features. Upon hearing about watches, individuals instantaneously recall specific, recognisable watch brands. The respondents' most recognisable timepiece brands are illustrated in the table. The chart above plainly demonstrates that 142 (57%) of the 250 respondents can recall the brand name of Titan watches when asked about watches. In this context, HMT timepieces are in second place, with 15% of respondents indicating that they are familiar with the HMT brand. Sonata controls 12% of the slots, Citizen 6%, Timex 5%, Rado 3%, and Casio 2%. The table above presents a percentage analysis of the degree of familiarity that respondents have with each watch brand.

**Factors Considered while buying:**

<b>Factors</b>	<b>Number of Respondents</b>	<b>Percentages</b>
Affordable Price	41	17
After sale services	5	2
Attractive look	50	20
Brand name	13	5
Design	13	5
Durability	20	8
Offers	13	5
Quality	75	30
Technology	20	8
Warranty	0	0
<b>Total</b>	<b>250</b>	<b>100</b>

Table No. 4- Factors Considered while buying

As mentioned above the most important factor considered while buying is quality. The second most important factor considered by is attractive look the third most questioned factor while buying is affordable price followed by Design, Brand name, Technology, Durability and after sale services.

**Findings**

- 1) As per Table No.1, most of the buyers are from age group from 15 to 30 years.
- 2) As per Table No. 2, casual buying happens most of the time.
- 3) As per Table No. 3, Most of the customers wear Titan watches.
- 4) As per Table No. 4, the most important factors affecting the buying behavior are quality, affordable price and attractive look.
- 5) As per overall study Titan is the number one brand.

### Suggestions

1. According to Table No. 1, Titan should prioritise the introduction of additional featured watches, such as sports watches and smartwatches targeted at the youth demographic.
2. According to Table No. 2, Titan ought to introduce timepieces tailored to specific occasions.
3. According to Table No. 3, Titan Sonata is utilised by the most number of clients; therefore, the corporation should also place its other brands accordingly.
4. According to Table No. 4, the majority of respondents exhibit price sensitivity when purchasing watches; therefore, the corporation should uphold its cost leadership strategy.

### Conclusion

This research aimed to understand consumer behavior towards Titan watches, explore the factors influencing purchasing decisions, and assess the market scenario in Sangola, Maharashtra. A comprehensive study using a descriptive research design and a mix of primary and secondary data collection methods was employed. The data gathered from 250 respondents provided insights into age groups, occasions of buying watches, familiar brands, and factors influencing purchasing decisions.

The findings reveal that Titan is the most preferred brand, especially among the age group of 15-30. Casual buying is predominant, and factors such as quality, affordability, and attractive look significantly influence consumer choices. Titan should consider launching more feature-rich watches, aligning offerings with different occasions, and maintaining cost leadership to cater to the price-conscious consumers.

The research underlines the importance of understanding consumer preferences, staying attuned to market trends, and adapting product strategies accordingly. It emphasizes the need for brands like Titan to continuously innovate and expand their product range.

The study provides actionable insights for Titan, suggesting areas for improvement and growth. By addressing the preferences of the youth, launching occasion-specific watches, and maintaining competitive pricing, Titan can enhance its market presence and meet customer expectations more effectively. Overall, the research serves as a valuable guide for strategic decision-making in the dynamic watch industry.

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