# BRAND PREFERENCE TOWARDS WRIST WATCHES

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***ABSTRACT***

*In this paper examine to understand the brand preference towards the wrist watches in the Coimbatore town, Everybody knows the value of wrist watches, human beings done the work in time only with the help of wrist watch. Time plays a vital role in human beings life. An effective work to be done with the prescribed time, we need watches. Wrist watches are used to wear not only finding the time but also stylish to the people. Nowadays, there are different varieties, different brands of wrist watches are available in India, even though large number of manufacturers is there, the behaviour of people depends certain preferences. Hence, the present study focuses the brand preferences of wrist watches in the Coimbatore town.*

***Keywords:*** Wrist watches, Consumer behaviour, Brand preferences, etc.,

# INTRODUCTION

Today human beings work with the time. The various performance to be performed on generally arranged on the basis of time factor. Thus time is measured to be a fresher factor in every walk of life. Nowadays we find no person without a wrist watch and a home without a clock. Thus the watches have become almost a inevitability for human beings, to whichever economic class they belong. In the 18th and 19th century watch industry has developed in western world only, specifically Switzerland but in India, the second half of the 20th century has seen emerging an important manufacturer of watches.

# STATEMENT OF THE PROBLEM

A watch is a [time piece](https://en.wikipedia.org/wiki/Clock) proposed to be carried or wear by a person. It is designed to keep effective despite the motions caused by the person's activities. A wristwatch is designed to be wear around the [wrist](https://en.wikipedia.org/wiki/Wrist), attached by a [watch strap](https://en.wikipedia.org/wiki/Watch_strap) or other type of [bracelet.](https://en.wikipedia.org/wiki/Bracelet) Many brands and different varieties different brands are available at the same rate, same colour, same design and with the same performance. This study is an attempt to understand the preferences and the satisfaction level of the wrist watches in the Coimbatore area. In this regard wrist watches such as Titan, Sonata, Fastrack, Casio and other watches are taken into study to analyse the buying preferences of wrist watches.

# SCOPE OF THE STUDY

The research pertains to finalize the present brand preference of wrist watches in the study with reference to Coimbatore Town. The study helps to gain knowledge about the different types of wrist watches, factors influencing the consumers to prefer a particular brand. The consumers while making preference decisions are influenced by external, internal factors and factors like product features, quality, price and so on.

# OBJECTIVES OF THE STUDY

* To understand the brand preference towards wrist watches in the study area.
* To examine the factors influencing purchase decision of wrist watches.
* To analyse the satisfaction level of wrist watches in the study area.

# METHODOLOGY

In this study both primary and secondary data has been used for the purpose of collecting data. The primary data has been collected through the well structured questionnaire. In order to understand the brand preference of the consumers among wrist watches, 80 samples were selected as a sample in Coimbatore town by adopting convenient sampling method. The secondary data have been collected from various published literature like text books, magazines, newspapers and websites. Data has been analysed using percentage and interpreted for meaning inferences. Simple statistical analysis was used viz., Chi-square test to find out the deviations from the observed and expected variables.

# LIMITATIONS OF THE STUDY

The study is subject to the following limitations.

* + The study area is confined only to Coimbatore town
	+ The study of sample size is restricted to only 80 respondents due to time constraints.

**ANALYSIS**

# Gender wise classification of Respondents

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Male | 46 | 57.5% |
| Female | 34 | 42.5% |
| Total | 80 | 100% |

Source: Primary Data

From the above table shows that 57.5% of the respondents are belongs to the male category and 42.5% of the respondents are female category.

# Age wise classification of the Respondents

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Upto 25 years | 34 | 42.5% |
| 26 to 35 years | 24 | 30% |
| 36 to 45 years | 18 | 22.5% |
| Above 45 years | 4 | 5% |

|  |  |  |
| --- | --- | --- |
| Total | 80 | 100% |

Source: Primary Data

From the table depicts that out of 80 respondents, 42.5% belonged to age category of upto 25 years, 30% belonged to the age category of 26 to 55 years, 22.5% of customer belonged to the age category of 36 to 45 years and the rest of 5% pertaining to the age category of above 45 years.

# Education wise classification of the Respondents

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Upto school level | 12 | 15% |
| Graduate | 32 | 40% |
| Post Graduate | 20 | 25% |
| Professional | 10 | 12.5% |
| Others | 6 | 7.5% |
| Total | 80 | 100% |

Source: Primary Data

From the table, it can be inferred that 40% of the respondents are graduate, 25% of the respondents are completed their post graduate degree, 15% of the respondents are professional people, 15% of the respondents are come under the category of upto school level education and the remaining 7.5% representing the other, which includes diploma certificate programming, etc.,

# Marital status of Respondents

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Married | 22 | 27.5% |
| Unmarried | 58 | 72.5% |
| Total | 80 | 100% |

Source: Primary Data

From the table, it was noticed that 72.5% of the respondents are unmarried and the remaining 22.5% are got married.

# Occupation wise classification of the Respondents

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Employees | 28 | 35% |
| Profession | 10 | 12.5% |
| Business | 16 | 20% |
| Agriculturist | 4 | 5% |
| Others | 22 | 27.5% |
| Total | 80 | 100% |

Source: Primary Data

From the table we came to know that 35% of the respondents were salaried employees, 27% were comes under other category, which includes students, house wife, etc., 20% were doing their own business, 12.5% of respondents were professionals and 5% of respondents were agriculturalist.

# Monthly Income of the Respondents

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Upto Rs.10,000 | 30 | 37.5% |
| Rs.10,001 to Rs.20,000 | 28 | 35% |
| Rs.20,001 to Rs.30,000 | 14 | 17.5% |

|  |  |  |
| --- | --- | --- |
| More than Rs.30,000 | 8 | 10% |
| Total | 80 | 100% |

Source: Primary Data

From the table portrays that out of 80 respondents, 30 belonged to the category of upto Rs.10,000, 28 respondents belonged to the category of Rs.10,001 to Rs.20,000, 14 respondents belonged to the category of Rs.20,001 to Rs.30,000 and 08 customer belonged to the category of more than Rs.30,000.

# Source of Information

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Advertisement | 24 | 30% |
| Friends & Relatives | 54 | 67.5% |
| Dealers / Retailers | 02 | 2.5% |
| Total | 80 | 100% |

Source: Primary Data

From the table illustrate the source of information from where they got information about the brand of wrist watches they have purchased. 67.5% of the respondents said they got information from the friends and relatives, 30% got information through advertisement and rest 2.5% got information forever dealers/relatives.

# Brand Preference of Wrist Watches

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Titan | 22 | 27.5% |
| Sonata | 13 | 16.25% |
| Fastrack | 20 | 25% |
| Casio | 08 | 10% |
| Citizen | 12 | 15% |
| Timex | 05 | 6.25% |
| Total | 80 | 100% |

Source: Primary Data

From the table reveals that 22 respondents are prefer Titan watches, 20 respondents were prefer fastrack, 13 respondents were chose Sonata, 12 respondents were prefer Citizen, 8 respondents were chose Casio and 5 respondents were prefer Timex watches.

# Factors influencing the purchase decision of wrist watches

|  |  |  |
| --- | --- | --- |
| **Factors** | **No. of Respondents** | **Percentage** |
| Price | 24 | 30% |
| Design | 12 | 15% |
| Quality | 20 | 25% |
| Warranty | 08 | 10% |
| Brand name | 10 | 12.5% |
| Features | 06 | 7.5% |
| Total | 80 | 100% |

Source: Primary Data

From the table reveals that 30% of the respondents opined that price is the prime factor for making purchase decision, 25% of the consumer viewed that Quality is the motivating factor for taking purchase decision, 15% of the consumer felt that Design of the product is the influencing factor for purchase

decision, only 7.5% of the respondents stated that features is the inducing factor for making purchasing decision regarding wrist watches.

# Satisfaction towards wrist watches

|  |  |
| --- | --- |
| **Factors** | **Respondents** |
| **Titan** | **Sonata** | **Fastrack** | **Timex** | **Casio** | **Citizen** |
| Highly dissatisfied | - | - | - | - | - | - |
| Dissatisfied | 1 | - | 1 | - | - | - |
| Neutral | 2 | 1 | 2 | 3 | 2 | - |
| Satisfied | 16 | 8 | 10 | 4 | 6 | 3 |
| Highly satisfied | 4 | 4 | 8 | 1 | 4 | 2 |
| **Total** | **22** | **13** | **20** | **8** | 12 | 5 |

Source: Primary Data

From the table clearly depicts that 58.75% of the respondents are satisfied with the wrist watches which are purchased by them, 28.75% of the consumer considered for the study viewed that they are highly satisfied with their product and 12.5% of the respondents viewed that they are neither satisfied or nor dissatisfied. The remaining 2.5% of the respondents opined that they are dissatisfied with the product.

**Hypothesis:** There is no significance difference between gender wise classification and brand preferences of wrist watches in the study area.

**Observed:**

|  |  |  |
| --- | --- | --- |
|  | **Brand preference of wrist watches** | **Total** |
|  | Titan | Sonata | Fastrack | Casio | Citizen | Timex |  |
| Male | 12 | 6 | 14 | 04 | 7 | 3 | 46 |
| Female  | 10 | 7 | 06 | 04 | 5 | 2 | 34 |
| **Total** | 22 | 13 | 20 | 08 | 12 | 05 | 80 |

**Expected:**

|  |  |  |
| --- | --- | --- |
|  | **Brand preference of wrist watches** | **Total** |
|  | Titan | Sonata | Fastrack | Casio | Citizen | Timex |  |
| Male | 12.65 | 7.48 | 11.5 | 4.6 | 6.9 | 2.88 | 46 |
| Female  | 9.35 | 5.52 | 8.5 | 3.4 | 5.1 | 2.12 | 34 |
| **Total** | 22 | 13 | 20 | 08 | 12 | 05 | 80 |

**Calculation of Chi-Square Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| O | E | O-E | (O-E)2 | (O-E)2/E |
| 12 | 12.65 | 0.65 | 0.4225 | 0.0334 |
| 10 | 9.35 | 0.65 | 0.4255 | 0.452 |
| 6 | 7.48 | 1.48 | 2.1904 | 0.2928 |
| 7 | 5.52 | 1.48 | 2.1904 | 0.3968 |
| 14 | 11.5 | 2.5 | 6.25 | 0.5435 |
| 06 | 8.5 | 2.5 | 6.25 | 0.7353 |
| 04 | 4.6 | 1.6 | 2.56 | 0.5565 |
| 04 | 3.4 | 1.6 | 2.56 | 0.7529 |
| 7 | 6.9 | 0.1 | 0.01 | 0.0014 |
| 5 | 5.1 | 0.1 | 0.01 | 0.0020 |
| 3 | 2.88 | 0.12 | 0.0144 | 0.005 |
| 2 | 2.12 | 0.12 | 0.0144 | 0.0670 |
|  |  |  |  | Σ O-E)2/E = 3.4413 |

Degrees of freedom = (r-1) (c-1)

 (2-1) (6-1)

 1 x 5 = 5

**χ2 = 3.4413** (5 degrees of freedom @5% level)

The table of χ2 at 5% level of significance for 9 degrees of freedom is 11.070. The calculated value of χ2 is 3.4413 which are lesser than the table value. The null hypothesis is accepted. Hence, there is no significant difference between the gender wise classification and brand preferences of wrist watches in the study area.

# Findings

* It is understood from the above analysis that most of the respondents taken in to study are male.
* This analysis clearly reveals the most of the sample respondents i.e., 45% are representing the age category of 26 to 35 years.
* This analysis clearly indicates that all the respondents considered for the study are literate.
* This reveals that a vast majority of the respondents are taken for the study is unmarried.
* It clears that the maximum number of respondents taken under study were employees.
* This analysis reveals that most of the respondent’s monthly income was between upto Rs.10,000.
* This analysis clearly envisage that most of the respondents taken into study got information about the brand of wrist watches they have purchased through friends & relatives.
* This analysis clearly exhibits that majority of the sample respondents (i.e., 40%) said that the purchase decision was taken collectively by all members of the family.

# Suggestions

1. The company should trim down the price of the titan and Fastrack watches, it will leads to attract to buy more people in these wrist watches.
2. There should be some festival offers like Discount offers, Cash back offers, etc. may be given on purchase.
3. Some branded watches should provide attractive advertisements relating to the specifications of the brand, it will helps to improve the sales of the wrist watches like Timex, Casio, etc.
4. Some of the spare parts of the wrist watches was very difficult to get like fasttrack, Titan etc. Hence, the companies need to take necessary steps to ensure availability of spare parts in their locations.

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