# BRAND PREFERENCE TOWARDS WRIST WATCHES – A STUDY WITH REFERENCE TO COIMBATORE TOWN

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***ABSTRACT***

In this paper, we examined to identify the brand preference for wrist watches in Coimbatore town. Everybody knows the value of wrist watches. Human beings do the work on time only with the help of a wrist watch. Time plays a vital role in human beings' lives. Effective work to be done at the prescribed time, we need watches. Wristwatches are used to wear not only for finding time but also for people. Nowadays, there are different varieties, different brands of wrist watches are available in India, even though a large number of manufacturers is there, and the behaviour of people depends on certain preferences. Hence, the present study focuses on the brand preferences of the wrist watches in Coimbatore town.

**Keywords:** wrist watches, behaviour, preferences, brand name, etc.,

**INTRODUCTION**

Nowadays, human beings work with time. The various performances to be performed are generally arranged on the basis of the 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, watches have become almost an inevitability for human beings, to whichever economic class they belong. In the 18th and 19th centuries, the watch industry has developed in the western world only, specifically Switzerland, but in India, the second half of the 20th century has been seen as an important manufacturer of watches.

**STATEMENT OF THE PROBLEM**

A watch is a timepiece proposed to be carried or worn by a person. Human activities are designed to keep effective despite the motions caused. A watch strap or       other type of bracelet is attached to the wristwatch and is designed to be worn around the wrist. Many brands and different varieties of different brands are available at the same rate, same colors, same design and 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 analyze the buying preferences of wrist watches.

**SCOPE OF THE STUDY**

The research pertains to finalizing 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. Most consumers, while buying the products, consider certain factors like price of the product, features, quality, user-friendly and so on. Hence, preference of the product is the most important factor of the consumer while purchasing the products.

**OBJECTIVES OF THE STUDY**

* To understand the brand preference towards wrist watches in the study area.
* To analyze the satisfaction level of wrist watches in the study area.
* To offer appropriate suggestions based on the findings of the study.

**METHODOLOGY**

The study is based on both primary and secondary data. The primary data has been collected through a 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 a convenient sampling method. The secondary data has been collected from various published literature like textbooks, magazines, newspapers and websites. Data has been analysed using percentages and interpreted for meaning inferences. Simple statistical analysis was used, viz., the 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.

# Gender wise classification of Respondents

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

Source: Primary Data

# The above table shows that 57.5% of the respondents belong to the male category and 42.5% of the respondents are in the 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 the age category of up to 25 years, 30% belonged to the age category of 26 to 55 years, 22.5% of customers belonged to the age category of 36 to 45 years and the rest of 5% belonged 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 graduates, 25% of the respondents have completed their postgraduate degree, 15% of the respondents are professionals, and 15% of the respondents come under the category of upto school level education, with the remaining 7.5% representing the others, which includes diplomas, certificates, 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 classified under other categories, which includes students, housewives, etc., 20% were doing their own business, 12.5% of respondents were professionals, and 5% of respondents were agriculturalists.

# 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 shows 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 eight customers 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

# The table demonstrates the source of information from which 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

According to the table, 30% of respondents believe that price is the most important factor in making a purchase decision, 25% believe that quality is the most important factor in making a purchase decision, 15% believe that product design is the most important factor in making a purchase decision, and only 7.5% believe that features are the most important factor in making a purchase decision for 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

The table clearly shows that 58.75% of the respondents are satisfied with the wrist watches that they purchased, while another 28.75% of the consumers considered for the study are extremely satisfied, and 12.5% are neither satisfied nor dissatisfied with their product. 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
* This analysis clearly reveals that 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
* This reveals that a vast majority of the respondents are taken for the study.
* It is clear that the maximum number of respondents taken under study was
* This analysis reveals that most of the respondents' monthly income was between Rs. 10,000 and Rs. 10,00,000.
* This analysis clearly demonstrates that most of the respondents taken into study got information about the brand of wrist watches they have purchased through friends and relatives.
* This analysis clearly demonstrates that the majority of the sample respondents (i.e., 40%) said that the purchase decision was taken collectively by all members of the family.

# Suggestions

* The company should trim down the price of the Titan and Fastrack watches. It will lead to people buying more of these wristwatches.
* There should be some festival offers like discount offers, cash back offers, etc. that may be given on purchase.
* Some branded watches should provide attractive advertisements relating to the specifications of the brand. It will help to improve the sales of wrist watches like Timex, Casio, etc.
* Some of the spare parts of the wrist watches were very difficult to get, like fastrack, titan,etc. Hence, the company should take the necessary steps to get the spare parts to their locations.

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