**INTRODUCTION**

* 1. **Introduction**

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

Brand preference is strongly linked to brand choice that can influence the consumer decision making and activate brand purchase. "Brand Preferences can be defined as the subjective, conscious and behavioral tendencies which influence consumer’s predisposition toward a brand”. Understanding the brand preferences of consumers’ will dictate the most suitable and successful Marketing Strategies. One of the indicators of the strength of a [brand](https://en.wikipedia.org/wiki/Brand) in the hearts and minds of customers, **brand preference** represents which brands are preferred under assumptions of equality in price and availability.

The aim of marketing is to meet and satisfy target consumers’ needs and wants. At one time, marketers could understand consumers through daily experience of selling to them. But the growth of companies and markets has removed many marketing managers from direct contact with consumers. The one-way of keeping the contact alive is to conduct a customer feedback survey or just a consumer survey. We selected wristwatches for our project since it has become an indispensable thing in common man’s life. In the last decade or so, several wrist watch brands have come out. Our survey aims at trying to discover which brand is popular among the consumers. We prepared the questionnaire keeping this mind. We had taken several wellknown brands in our survey, both foreign and Indian. The brands we had taken intoconsideration include Titan, Timex, HMT, Maxima, Citizen, Casio, Rado, Omega and Swatch. We have also given separate option for other brands.

Measures of brand preference attempt to quantify the impact of [marketing](https://en.wikipedia.org/wiki/Marketing) activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance.

**Brand preference** is the brand that a customer chooses for a particular product category. It is often expressed as the percentage of target customers who prefer your brand. Brand preference reflects a desire to use a particular company’s products or services, even when there are equally priced and equally- available alternatives. In fact more often than not brand preference indicates a desire to seek out a specific product or services, even when it requires paying more or expending more effort to obtain it. Brand preference is important to companies because it provides an indicator of their customer’s loyalty, the success of their marketing tactics and the strength of their respective brands. As a part of this survey we try to discover several other attributes of a watch, like the price, country which they prefer, its warranty etc.

**1.2 Scope of the study**

The study also helps to improve their standard of service and handle the competition in near future. The study is only on brand preference so other aspects such as brand recognition, brand image, brand equity and other branding concepts are not covered. This study covered only among youngster. So, the information from the study is only relevant among them. Study covers the reason of buying branded products. The study helps the company to improve their standard of service and handle the competition in near future. It also helps in giving inputs about possible improvement, and new strategies and offers the customers. It also puts a detailed insight into the different aspects of company marketing.

**1.3 Objectives of the study**

* + - To identify the factors influencing brand preference of watches.
    - To identify the popular brand of watches.
    - To identify the source of awareness of watches.

**1.4 Research Methodology**

It is a science of studying how **research** is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called **research methodology**. It is also **defined** as the study of methods by which knowledge is gained. This study is executed in 2 phases of research and is exploratory in nature. The initial phase is to undertake detailed and secondary search of information about Watch in India, the major players in the market and major brands, their market volume etc. Secondary data analysis is used to analyze the above. The second phase of the study is a descriptive research, where the primary data is collected from respondents.

**1.4.1. Sources of Data**

The sources of information to be tapped depend upon the type of study. The research should decide what data he will use for the completion of this study. In this study, information is obtained mainly from two sources i.e., primary sources and secondary sources.

Primary data:

Data that has not been previously published.I.e. the data is derived from a new or original research study and collected at the source.

Secondary data:

It is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

These are the main sources of information commonly used by the investigators for their study.

**1.4.2 Sampling Method**

The questionnaires were only distributed among the youth consumer’s. Questionnaires were only given to the consumers who are using Watch. It was ensured that the sample would adequately cover all the considered brands.

**1.4.3Sample Size**

50 people between the ages of 18 – 25 from Thrissur district is taken as sample size.

**1.4.4 Tools for Analysis and Interpretation**

* + - Charts
    - Graphs
    - Percentage analysis

**1.5 Limitations of the Study**

This study is based on data collection. So all the limitation associated with sampling concept will affected the study.

* The study was conducted only in Thrissur district.
* Respondents did not reveal accurate information.
* Study cannot re journalized

**1.6 Scheme of the study**

The first chapter is introduction. It includes the description about the brand and scope of the study, objectives, research methodology and limitation of the study. The second chapter is review of literature. The third chapter is industry profile. The fourth chapter includes a detailed analysis interpretation of the data reared with the help of tables and diagrams. The fifth chapter include in few days conclusion.

**REVIEW OF LITERATURE**

**Reference :-**

**DR. Kunal Bhattacharya, Dr. Shikha Jain and Prof. Avadhoot pol from University of Pune, India: -**

A study on the topic Changing Demographic profile of the middle class Indian consumer in a developing Market and its Manifestations on Buying Behavior for wrist watches. Wrist Watches form an integral part of the personality of individuals in the present era. Earlier seen as a luxury item, they are now witnessing a fundamental change in perception, and are now gaining respect as an essential utility item. For the watch industry, time seems in its favor what with the liberalization of the Indian market coupled with the rising purchasing power of the young and consumerist Indians. Asia-Pacific remains the fastest growing regional market, with dollar sales of watches and clocks waxing at CAGR of about 3.6% and 4.2% respectively over the analysis period. By product, Luxury watches remain the largest segment in the global watches market. Mass-priced watches represent the fastest growing watches segment, waxing at a CAGR of about 2.6% over the analysis period.

**The evolution of branding:**

**Manahor David [director and senior vice president, Philips India LTD 1996]:**

A challenge loving, risk taking brand manager, who retired after a 31 year marketing career with Philips, and responsible for its brand success has to say, ‘In the 1970’s, products were made from the manufacturing, rather than the customer point of view. But the focus shifting to the consumer, marketing has assumed much larger role.

**Kotler 2000:-**

Significant parameters in brand building literature have experienced a dramatic shift in the last decade branding and the role of brands, as traditionally understood have been subject to constant review and redefinition. A traditional definition of a typical brand was the name associated with one or more items in the product line, which is used to identify the sources of character of the items.

**Arunachalam N. and PrabhakarS. T. from College of Engineering, Guindy; Anna University.**

**Reference :-**

The aim of marketing is to meet and satisfy target consumers’ needs and wants. At one time, marketers could understand consumers through daily experience of selling to them. But the growth of companies and markets has removed many marketing managers from direct contact with consumers. The one-way of keeping the contact alive is to conduct a customer feedback survey or just a consumer survey. Customer expectations are progressive. This fact, underlines the strategic importance of a company’s maintaining the lead in introducing new attributes. A consumer survey process is the one, which asks consumers what benefits they would like to be added to the product and their desired level for each. It is also an intuitive process.

**Post-economic reforms of 1991,**

India’s economy has witnessed transformational changes. Economic growth has shown considerable acceleration, which amply reflects in rising disposable incomes and purchasing power. Contemporary Indian consumer shows remarkable signs of maturity from what he was in the 80s and 90s. This is not only supported by his ability to buy but also availability of substantial options present across the board in all goods and services category. Today the Indian consumer stands assertive and well-informed, clear about the choices he makes and why does he do so. The proposed research study attempts to study the Watch Market in India from a macro.

**Anita N. Halamata 2008:-**

Market response to Titan brand of watches. The study covers the market share of Titan watches, covers the reasons of buying the Titan watches, analyses the consumer attitude towards the price of the Titan watches and identifies the various marketing channels of Titan watches. The sample consumers were selected on stratified random sampling method. A structured question was used to collect information from the sample consumer contacted. Even personal interviews were held with the respondents to gather unbiased information. Observation method also made used to understand the real feelings of the respondents so that study become more realistic in nature.

**Rao, Venkoba2002:-**

In their study reveal that consumers prefer branded watches that are of Indian make in round or square shapeoffering 1.2 years or above warranty in the price ranges below Rs. 1000 and Rs. 1000-3000. 'Need-based' purchases are made from company showrooms/authorized outlets on cash payment. The preferences of male and female consumers do not differ much. The young consumers are more conscious about their preferences compared to the middle-aged and older consumers. Though widely exposed to international trends, consumers are price conscious and prefer to buy only affordable branded watches through extensive search.

**Oyeniyi, Omotayo Joseph - Abioudun, Abolaji Joachim (2010)**

Emphasis on customer loyalty and customer switching cost. Switching cost is one of the most discussed contemporary issues in marketing in attempt to explain consumer behavior. The present research studied switching cost and its relationships with customer retention, loyalty and satisfaction in the Nigerian market. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

**Nasr Azad; OzhanKarimi; Maryam Safaei (2012)**

An empirical study to investigate the effects of different marketing efforts on brand equity. The results show that there is a positive and meaningful relationship between marketing mix efforts and brand equity. In other words, more advertisements could help better market exposure, which means customers will have more awareness on market characteristics. Among all mixed efforts, guarantee influences more on brand equity, which means consumers care more on product services than other features. Finally, among different characteristics of brand equity, product exclusiveness plays an important role. In other words, people are interested in having exclusive product, which is different from others.

**ArvindSahay and Nivedita Sharma (2010)**

focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher’s results suggest that young consumers develop relationships on all brand relationship dimensions.

**Stuart Jackson 2012:-**

Traditional strategic thinking argues that greater market share equals greater market share equals greater profit. But bigger is not necessarily better; in many cases, it can actually be worse. As most companies use it, market share can be misleading and dangerous measure. The trick lies in being able to identify the right market segments in which to focus efforts and improve one’s share. Successful companies understand where growth will build competitive strength and profitability. Examples includes prioritizing sales or development efforts, finding new and profitable markets, improving low growth or low margin businesses, and identifying acquisition opportunities.

**Donthu and Gililand, 1996:-**

There are two factors mainly influencing the customers for decision making risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing. Highly risk adverse consumers need to be very certain about what they are buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable innovativeness is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things. The shopping motivation literature is abounding with various measures of individual characteristics therefore; innovation and risk aversion were included in this study to capture several of these traits. Measure by Donthu and Gililand were used to measure innovativeness and risk aversion. Preparation is a mental process, whereby an individual selects data or information from the environment, organize it and then drawn significance or meaning from it.

**Keller 2003**

The American marketing associations says that a brand is a name, term, sign , symbol or design or a combination of them intended to identify the goods and services of one seller or group of seller and to differentiate them from those of competitors. Within this view, whenever marketer creates new name logo or symbol for a new product he or she has created a brand.

**Urde 1999**

He recognizes, however, those brands today are much more than that. As can be seen according to these definitions brand has a simple and clear function as identifies. Before the shift in focus towards brands and the brand building process, brand were just another step in the whole process of marketing to sell products. For long time, the brand has been treated in an off- hand fashion as a part of the product.

**Kapferer 1986**

Today’s the primary capital of many business is their brands. For decades the value of company was measured in the term of its real estate, then tangible assets, plants and equipment. However it has recently been recognized that company’s real value lies outside business itself, in the minds of potential buyers or consumers. ‘A brand is tangible and intangible, practical and symbolize, visible and invisible, practical and symbolize, visible and invisible under conditions that are economically viable for the company.

Brands are built up by persistent difference ever the long run. They cannot be reduced just to a symbol on a product or a mere graphic and cosmetic exercise. A brand is the signature on a constantly renewed, creative process on a constantly renewed, creative process which yields various products. Products are introduced, the live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning; its content and its characters creating a brand require time and identity.

**INDUSTRY PROFILE**

**Overview of watches:-**

In 1868, Patek Philippe created the first wrist watch. However, constant Girard developed a lasting concept of wrist watches in 1880, when 2,000 watches were made for German naval officers. This production represented the first important commercialization of wrist watches. For civilians, however wrist watches didn’t become popular for men for another 30years. They were viewed as a feminine accessory and thought to be too dainty and in accurate for men.

In 1904, pilot Alberto Santos Dumont asked Louis Cartier to come up with a time keeping alternative that would allow him to keep both hands on the controls while timing his performance during flight. Cartier and his master watchmaker, Edmond Jaeger, then developed the first prototype for a man’s wrist watch called the Santos wristwatch. The Santos first went on sale in 1911, the date of Cartier’s first production of wrist watches.

During WWI, soldiers were given wrist watches, called ‘Trend watches’. In order to view the time easily with their hands full. These watches were made with pocket watch movements, so they were large and bulky and had the crown at the twelve o’ clock position like pocket watches. At the end of the war, soldiers returned home sporting their trench wrist watches. Due to the public perception of manly - men wearing wrist watches, people no longer affiliated wrist watches with the femininity. After the war, pocket watches went out of fashion and by 1930 the ratio of wrist to pocket watches was fifty to one.

Wrist watches form an integral part of personality of individuals in the present era. Earlier seen as a luxury item, they are now witnessing a fundamental change in perception, and now gaining respect as an essential utility item. For the watch industry, time seems in its favor what with the liberalization of the Indian market coupled with the rising purchasing power of the young and consumerist Indians. Indian watches market was for long dominated by public sector organizations like Hindustan Machine Tools Ltd. (HMT) but now it is being dominated by private sector enterprise like Titan, sonata, Ajanta and Timex along with foreign entities for display space in the smallest of shops selling these products. In post liberalization India the market stood to witness intensive competition between foreign and Indian manufactures like Timex, Titan, Mont Blanc, Swatch and many others. Many watch makers have made significant inroads in the industry and others are in the process of establishing themselves, currently. Besides this, buyers are extremely choosy about the brand and type of wrist watches they wear. Being extremely brand conscious, their tastes have evolved over the years and have gone beyond the realms of durability to choose in terms of aesthetics and elegance. Thus, it is buyer’s market with multitude of designs that have entered and flooded the market place. The size of the watch market currently is estimates to be around 40 and 45 million pieces annually. The organized sector alone contributes up to 30 percent of this figure, and the rest of the demand is being met by the unorganized grey market, Chinese etc.

In present economy, the importance of watch among consumers increase because it helps transition from mere time keeping devices with functional benefits like durability,toughness and economy to a personal wear reflecting people’s life style and aspirations. The present study has been directed towards exploring and examining the various factors which influence the people to go for a brand of watch. The main objective is to unfold the motives in the decision making and buying process. Consumer behavior essentially is the behavior that consumer display in searching, purchasing, using and evaluating the products, services and ideas which they expect will buy their needs. Past studies show that the buying behavior intricate in nature. Irrespective of the age educational qualification. Income level, every individual wants to use watch; however, the individual needs to evaluate the different brands of watch depending on the requirement the choice.

**World scenario**

The **history of watches** began in 16th century Europe where watches evolved from portable spring-driven clocks, which first appeared in the 15th century.

The watch which developed from the 16th century to the mid 20th century was a mechanical device, powered by winding a mainspring which turned gears and then moved the hands, and kept time with a rotating balance wheel . The invention of the quartz watch  in the 1960s, which ran on electricity and kept time with a vibrating quartz crystal , proved a radical departure for the industry. During the 1980s quartz watches took over the market from mechanical watches, an event referred to as the "quartz crisis". Although mechanical watches still sell at the high end of the market, the vast majority of watches now have quartz movements. Some people say the world's first wristwatch was created by Abraham-Louis Breget  for Caroline Murat , Queen of Naples, in 1810.

The concept of the wristwatch goes back to the production of the very earliest watches in the 16th century. Eliabeth I of England received a wristwatch from Robert Dudley  in 1571, described as an arm watch. From the beginning, wristwatches were almost exclusively worn by women, while men used pocket watches up until the early 20th century. By the mid nineteenth century, most watchmakers produced a range of wristwatches, often marketed as bracelets, for women.[[25]](https://en.wikipedia.org/wiki/History_of_watches#cite_note-Evolu-25)

Wristwatches were first worn by military men towards the end of the nineteenth century, when the importance of synchronizing maneuvers during war without potentially revealing the plan to the enemy through signaling was increasingly recognized. It was clear that using pocket watches while in the heat of battle or while mounted on a horse was impractical, so officers began to strap the watches to their wrist. The Garstin Company of London patented a 'Watch Wristlet' design in 1893, although they were probably producing similar designs from the 1880s. Clearly, a market for men's wristwatches was coming into being at the time. Officers in the [British Army](https://en.wikipedia.org/wiki/British_Army) began using wristwatches during colonial military campaigns in the 1880s, such as during the [Anglo-Burma War](https://en.wikipedia.org/wiki/Third_Anglo-Burmese_War) of 1885.[[25]](https://en.wikipedia.org/wiki/History_of_watches#cite_note-Evolu-25)

During the [Boer War](https://en.wikipedia.org/wiki/Boer_War), the importance of coordinating troop movements and synchronizing attacks against the highly mobile Boer insurgents was paramount, and the use of wristwatches subsequently became widespread among the officer class. The company [Mappin& Webb](https://en.wikipedia.org/wiki/Mappin_%26_Webb) began production of their successful 'campaign watch' for soldiers during the [campaign at the Sudan in 1898](https://en.wikipedia.org/wiki/Battle_of_Omdurman) and ramped up production for the Boer War a few years later.[[25]](https://en.wikipedia.org/wiki/History_of_watches#cite_note-Evolu-25)These early models were essentially standard pocket watches fitted to a leather strap, but by the early 20th century, manufacturers began producing purpose-built wristwatches. The Swiss company, Dimier Frères &Cie patented a wristwatch design with the now standard wire lugs in 1903. In 1904, [Alberto Santos-Dumont](https://en.wikipedia.org/wiki/Alberto_Santos-Dumont), an early [Brazilian](https://en.wikipedia.org/wiki/Brazil) aviator,asked his friend, French [watchmaker](https://en.wikipedia.org/wiki/Watchmaker) called [Louis Cartier](https://en.wikipedia.org/wiki/Louis_Cartier), to design a watch that could be useful during his flights. [Hans Wilsdorf](https://en.wikipedia.org/wiki/Hans_Wilsdorf) moved to London in 1905 and set up his own business with his brother-in-law Alfred Davis, Wilsdorf& Davis, providing quality timepieces at affordable prices – the company later became [Rolex](https://en.wikipedia.org/wiki/Rolex). Wilsdorf was an early convert to the wristwatch, and contracted the Swiss firm Aegler to produce a line of wristwatches. His Rolex wristwatch of 1910 became the first such watch to receive certification as a chronometer in Switzerland and it went on to win an award in 1914 from [Kew Observatory](https://en.wikipedia.org/wiki/Kew_Observatory) in London.

The impact of the [First World War](https://en.wikipedia.org/wiki/First_World_War) dramatically shifted public perceptions on the propriety of the man's wristwatch, and opened up a mass market in the post-war era. The [creeping barrage](https://en.wikipedia.org/wiki/Creeping_barrage) artillery tactic, developed during the War, required precise synchronization between the artillery gunners and the infantry advancing behind the barrage. Service watches produced during the War were specially designed for the rigours of [trench warfare](https://en.wikipedia.org/wiki/Trench_warfare), with luminous dials and unbreakable glass.

Wristwatches were also found to be needed in the air as much as on the ground: military pilots found them more convenient than pocket watches for the same reasons as Santos-Dumont had. The British [War Department](https://en.wikipedia.org/wiki/War_Office) began issuing wristwatches to combatants from 1917. The company H. Williamson Ltd., based in [Coventry](https://en.wikipedia.org/wiki/Coventry), was one of the first to capitalize on this opportunity. During the company's 1916 [AGM](https://en.wikipedia.org/wiki/Annual_general_meeting) it was noted that "...the public is buying the practical things of life. Nobody can truthfully contend that the watch is a luxury. It is said that one soldier in every four wears a wristlet watch, and the other three mean to get one as soon as they can." By the end of the War, almost all enlisted men wore a wristwatch, and after they were demobilized, the fashion soon caught on – the British [*Horological Journal*](https://en.wikipedia.org/wiki/British_Horological_Institute) wrote in 1917 that "...the wristlet watch was little used by the sterner sex before the war, but now is seen on the wrist of nearly every man in uniform and of many men in civilian attire." By 1930, the ratio of wrist- to pocket watches was 50 to 1. The first successful [self-winding](https://en.wikipedia.org/wiki/Self-winding_watch) system was invented by [John Harwood](https://en.wikipedia.org/wiki/John_Harwood_(watchmaker)) in 1923. In 1961 the first wristwatch travelled to space; it was Russian.

**Indian scenario**

Indian Watch industry came in to being in 1960. Government took the decision to setup the country’s first Watch factory in this Year. In 1961 HMT set up India’s first watch factory at Bangalore in collaboration with Citizen of Japan. In 1984 it was beginning of a new era, entry of Titan, the Tata – TIDCO joint sector company. And Titan is riding on top of it with a market share of over 50%.This is a super brand that has changed the way we look at watches. A marketing success story, Titan is a brand that will be of interest to most of the marketers. Titan, a brand from TATA was launched in 1987. During that time Indian watch market was dominated by HMT. At that time watches were seldom stylish and was catering to the basic need of knowing the time. Titan changed all that. With its stylish watches and smart advertising, Titan took the market by storm. Titan in fact changed the way watches was manufactured and marketed in India.HMT, a public-sector company seldom bothered to respond.  
Titan initially pioneered the concept of “Gifting watches". The ads captured the essence of gifting and along with the trendy music, easily caught the imagination of the market. Customers that were fed up with ugly time machines welcomed the brand and Titan had a dream run for many years. Titan faced lot of problems later when the competition began to eat up the lower end of the market. Besides that, there was another problem. The brand was lacking innovation. To be more precise, the customers were bored by Titan. There was nothing new. Gifting proposition was no longer working. During this period, Titan made a big mistake. It wanted to play the volume game. For that Titan launched another brand Sonata. Sonata was a huge success because it was a cheap product but at the cost of the mother brand Titan. Titan was perceived to be a premium brand but with Sonata (at that time “Sonata from Titan") endorsed by Titan took away the premium image from the mother brand. It was a big costly mistake. Titan realized this mistake and took away the Titan brand from Sonata. Now Sonata is endorsed by Tata not Titan. Titan realizing that the market wanted something to be excited about watches began an extensive marketing campaign. Titan carefully segmented the market and developed different sub brands for each segment. Sub brands like Edge, Steel, Dash, Nebula, Classique, Royale, Fast Track, Raga, and the recently launched Wall Street. By having various products / models and sub brands, Titan was able to create freshness about the brand.Titan also moved away from gifting. Titan was positioning itself as a fashion accessory rather than a time keeping device. Titan also found its personal in Aamir. Aamir provided the much needed edge to the brand. Titan was careful in keeping the brand above the celebrity The ads were fresh and neatly executed. Titan also was pushing another strategy. Watches were perceived as a onetime buy and consumers seldom owned multiple watches. So Titan pushed the concept of “Matching Watches to Clothes" in the recent commercials.Since men are becoming more serious customers of fashion accessories, this is strategy that is worth trying out. For Titan, even if the concept fails, it has created the much needed freshness in the brand. Titan also made its presence in the ladies watch segment. It has a sub brand Raga targeting the upwardly Mobile ladies in the premium segment.

Timex enters the Indian market in partnership with Titan, targeting the lower price segment in 1990. In 1997 Timex breaks away from Titan because of the increasing fierce competition. There was a rising trend in the usage of Watch in Indian history. Bulk of the demand exists in lower and middle segments. There was a rapid increase in target audience. Rise of consumerism and purchasing power of middle class increased the demand for watch. Here is a list of the leading Watch companies in India which are highly preferred by consumers in India.

**DATA ANALYSIS**

Data analysis and interpretation includes the detailed analysis and interpretation of the responses received by preparing the questionnaires. Data analysis and interpretation is done by using percentage analysis and by using various diagrams.

The diagrams used here are as follows:

* Bar diagram
* Pie diagram
* Cone diagram
* Cylinder diagram
* Scatter diagram

Tables have been created showing the attributes towards which respondents. The percentage of the respondents is also calculated by using percentage variance. The diagrams have been created using the percentage data. Analysis and its interpretations are provided from the next page onwards.

**4.1 Buy Only Branded Watch**

Table no. 4.1 Buy Only Branded Watch

Fig 4.1 Buy Only Branded

|  |  |  |
| --- | --- | --- |
| Particulars | No. of  respondents | Percentage |
| Agree | 30 | 60 |
| Disagree | 10 | 20 |
| No opinion | 10 | 20 |
| Total | 50 | 100 |

**Interpretation**

From the above table it is inferred that 36% of the respondents are strongly agree that they are using branded watches, 42% of the respondents are agreed that they are using branded watches. And 14% of them disagree to this statement, 0% of them strongly disagree to this opinion. And the rest 8% have no opinion.

**4.2 Preferred brand of watch**

Table no: 4. 2 preferred brand of watch

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Titan | 23 | 46 |
| Citizen | 3 | 6 |
| sonata | 7 | 14 |
| Timex | 2 | 4 |
| Casio | 15 | 30 |
| Total | 50 | 100 |

Fig 4.2 Preferred brand of watch

**Interpretation**

From the above table it is inferred that 46% are using titan brand, 6% of respondents are using citizen.14% are using sonata ,4% of respondents are using Timex and rest 30% of them are using Casio.

**4.3 Purchasing this brand for first time**

Table no: 4.3 purchasing this brand for first time

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Agree | 20 | 40 |
| Disagree | 20 | 40 |
| No opinion | 10 | 20 |
| Total | 50 | 100 |

Fig: 4.3 purchasing this brand for first time

**Interpretation**

From the above table it is inferred that 10% of the respondents are strongly agree that they are purchasing this brand for first time, and 34% of them are agree to this statement and 46% of them says they are not purchasing this brand for first time.6% of the respondents are strongly disagree to this statement and rest 4% of them have no opinion.

**4.4 Brand provides festival offer**

Table no: 4.4 Brand provides festival offer

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Agree | 15 | 30 |
| Disagree | 20 | 40 |
| No opinion | 15 | 30 |
| Total | 50 | 100 |

Fig: 4.4 Brand provides festival offer

**Interpretation:**

From the above table it was found that10% of the respondents are strongly agree that their brand provide festival offers, 52% of the respondents are agree with the statement. And 28% disagree that their brand provides any festival offers and 6% of strongly disagree and rest of 4% have no opinion.

**4.5 Festival offer attracts to purchase a brand**

Table no: 4.5 Festival offers attracts to purchase a brand

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Strongly agree | 11 | 22 |
| Agree | 25 | 50 |
| Disagree | 7 | 14 |
| Strongly disagree | 5 | 10 |
| No opinion | 2 | 4 |
| Total | 50 | 100 |

Fig: 4.5 Festival offers attracts to purchase a brand

**Interpretation:**

From the above table it is found that 22% of respondents are strongly agrees that festival offer attracts them to purchase a brand, 50% agree that festival offer attracts them. And 14% of disagrees this statement.10%of respondents are strongly disagree with this statement and rest of 2% have no opinion.

**4.6 Knowledge about the brand**

Table no: 4. 6 Knowledge about the brand

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Friends | 8 | 16 |
| Relatives | 6 | 12 |
| Advertisement | 15 | 30 |
| Media | 7 | 14 |
| Internet | 14 | 28 |
| Total | 50 | 100 |

Fig: 4.6 Knowledge about the brand

**Interpretation:**

From the analysis it is clear that 16%of respondent received the information regarding brands of watch from friends, 12% of them get information from relative, 30%of respondents get knowledge from advertisement 14% of respondents received information from media. And the rest of 28% of them get the knowledge from internet.

**4.7 Influential factor in the selection of a brand**

Table no: 4.7 Influential factors in the selection of a brand

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Cost | 4 | 8 |
| Quality | 41 | 82 |
| Brand ambassador | 3 | 6 |
| Packing | 2 | 4 |
| Others | 0 | 0 |
| Total | 50 | 100 |

Fig: 4.7 Influential factors in the selection of a brand

**Interpretation:**

From the above table 8% of respondents says that they influenced by the cost and 82% says that they influenced by the quality of the product. 6% are influenced by the brand ambassador of the product. And rest of 4% is influenced by packing of the product.

**4.8 Satisfaction level of watch you presently using**

Table no: 4.8 Satisfaction level of watch you presently using

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Highly satisfied | 24 | 48 |
| Satisfied | 24 | 48 |
| Dissatisfied | 1 | 2 |
| Highly dissatisfied | 1 | 2 |
| No opinion | 0 | 0 |
| Total | 50 | 100 |

Fig: 4.8 Satisfaction level of watch you presently using

**Interpretation:**

From the above table inferred that 24% of respondent are highly satisfied with their watch which they presently using and 24% of respondent are also satisfied with their watch, 2% of respondent are dissatisfied and 2% of them are highly dissatisfied.

**4.9 Advertisement influence the selection of watches**

Table no: 4.9 Advertisement influence the selection of watches

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Strongly agree | 6 | 12 |
| Agree | 25 | 50 |
| Disagree | 10 | 20 |
| Strongly disagree | 2 | 4 |
| No opinion | 7 | 14 |
| Total | 50 | 100 |

Fig 4.9 Advertisement influence the selection of watches

**Interpretation:**

From the above table it was found that 12% of respondents are strongly agree that they are influenced by advertisement, 50% of respondents are agree to this statement . And 20% of them are disagreeing to this, 4% of respondents are strongly disagreeing to this statement and rest of 14% has no opinion.

**4.10 Brand ambassador influence to purchase a particular brand**

Table no: 4.10 Influence of brand ambassador

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Strongly agree | 3 | 6 |
| Agree | 14 | 28 |
| Disagree | 24 | 48 |
| Strongly disagree | 5 | 10 |
| No opinion | 4 | 8 |
| Total | 50 | 100 |

Fig: 4.10 Influence of brand ambassador

**Interpretation:**

From the above table it was inferred that 6% of respondents are strongly agree that the brand ambassador influence them to buy that brand and 28% of them also agree to this statement. And 48% of respondent disagree to this statement and 10% of them strongly disagree to this and rest of 8% have no opinion.

**4.11 Price is an influencing factor**

Table no: 4.11 Price is an influencing factor

|  |  |  |
| --- | --- | --- |
| Particulars | No .of respondents | Percentage |
| Strongly agree | 14 | 28 |
| Agree | 21 | 42 |
| Disagree | 13 | 26 |
| Strongly disagree | 1 | 2 |
| No opinion | 1 | 2 |
| Total | 50 | 100 |

Fig: 4.11 Price is an influencing factor

**Interpretation:**

From the above table it is clear that 28% of respondents strongly agree that price factor is important, 42% of them are agree to this statement. And 26% of respondents are disagree to this statement,2% of them are also strongly disagree that the price is an influencing factor and rest of 2% have no opinion.

**4 .12 Brand provides additional offers**

Tables no: 4.12 Brand provides additional offers

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Strongly agree | 3 | 6 |
| Agree | 25 | 50 |
| Disagree | 9 | 18 |
| Strongly disagree | 5 | 10 |
| No opinion | 8 | 16 |
| Total | 50 | 100 |

Fig: 4.12 Brand provides additional offers

**Interpretation:**

From the above table it was found that 6% strongly agree their brand provide additional offers and 50% are also agree to this statement. And 18% of respondents disagree to this statement and 10% of respondents are also strongly disagreeing that their brand provide additional offers, and rest of 16% of respondents have no opinion.

**4.13 Preference of Indian or foreign brand**

Table no: 4.13 Preference of Indian or foreign brand

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Indian | 19 | 38 |
| Foreign | 31 | 62 |
| Total | 50 | 100 |

Fig: 4.13 Preference of Indian or foreign brand

**Interpretation:**

From the above table it is inferred that 38% of respondents used to buy Indian brand and 62% of respondents prefer foreign brand.

**4.14 Changing watches for different occasions**

Table no: 4.14 Changing watches for different occasions

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Strongly agree | 7 | 14 |
| Agree | 22 | 44 |
| Disagree | 17 | 34 |
| Strongly disagree | 1 | 2 |
| No opinion | 3 | 6 |
| Total | 50 | 100 |

Fig: 4.14 Changing watches for different occasions

**Interpretation:**

From the above table it was found that 14% of respondents strongly agrees that they change watch occasionally, and 44% of them are also agree to this statement.34% respondents are disagrees that they prefer watches for different occasions 2% of respondents also strongly disagree to this statement and rest of 6% respondents have no opinion.

**4.15 A. Brand choice for Style**

Table no: 4.15 A. Brand Style

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Rado | **5** | 10 |
| Citizen | 5 | 10 |
| Titan | 10 | 20 |
| Casio | 13 | 26 |
| Others | 17 | 34 |
| Total | 50 | 100 |

Fig 4.15 A. Brand Style

**Interpretation**

From the above table it is found that 5% of respondents prefer Rado brand, and 5% of them select Citizen, 10% of respondents prefer Titan 13% of them Casio and rest of 17% prefer other brands.

**4.15 B. Brand choice formal wear**

Table no: 4.15 B. Brand choice formal wear

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Fossil | 15 | 30 |
| Omega | 10 | 20 |
| Rolex | 5 | 10 |
| Timex | 5 | 10 |
| Others | 15 | 30 |
| Total | 50 | 100 |

Fig 4.15 B. Brand choice formal wear

**Interpretation**

From the above table it is found that 30% of respondents select Fossil brand for formal wear and 10% of them prefer Omega, 5% of respondents

Select Rolex and 5% of respondents prefer Timex and rest of 15% prefer other brands.

**4.15 C. Brand choice for sports wear**

Table no: 4.15 C. Brand choice for sports wear

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Fastrack | 17 | 34 |
| Casio | 5 | 10 |
| Nike | 15 | 30 |
| Timex | 7 | 14 |
| Others | 6 | 12 |
|  | 50 | 100 |

Fig 4.15 C. Brand choice for sports wear

**Interpretation**

From the above table it is found that 34% of respondents prefer Fastrack for sportswear and 5% of them select Casio, 15% of them prefer Nike, 7% of them prefer Timex and rest of 6% prefer others.

**4.15 D. Brand choice for digital watch**

Table no: 4.15 D. Brand choices for digital watch

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Apple | 8 | 16 |
| Casio | 3 | 6 |
| Fastrack | 15 | 30 |
| Fossil | 4 | 8 |
| Others | 20 | 40 |
| Total | 50 | 100 |

Fig 4.15 D. Brand choice for digital watch

**Interpretation**

From the above table it is found that 16% of respondents select Apple for digital watch and 6% of them select Casio, 30% of respondents select Fastrack and 8% of prefer fossil and rest of 20% prefer other brands.

**4.15 E. Brand choice for females**

Table no: 4.15 E. Brand choices for females

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Tanshiq | 11 | 22 |
| Titan | 16 | 32 |
| Sonata | 15 | 30 |
| Casio | 3 | 6 |
| Others | 5 | 10 |
| Total | 50 | 100 |

Fig 4.15 E. Brand choice for females

**Interpretation**

From the above table it is found that 11% of respondents select Tanshiq and 16% of them select Titan, 15% of respondents select Sonata and 3% of prefer Casio and rest of 5% prefer other brands.

**4.15 F. Brand choice for males**

Table no: 4.15 F. Brand choices for males

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Fastrack | 21 | 42 |
| Titan | 9 | 18 |
| Rado | 4 | 8 |
| Rolex | 6 | 12 |
| Others | 10 | 20 |
| Total | 50 | 100 |

Fig 4.15 F. Brand choice for males

**Interpretation**

From the above table it is found that 42% of respondents select Fastrack for digital watch and 18% of them select Titan, 8% of respondents select Rado and 12% of prefer Rolex and rest of 20% prefer other brands.

**4.16 Motive for purchasing your brand is show off**

Table no: 4.16 Motive for purchasing your brand is show off

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Strongly agree | 2 | 4 |
| Agree | 20 | 40 |
| Disagree | 16 | 32 |
| Strongly disagree | 8 | 16 |
| No opinion | 4 | 8 |
| Total | 50 | 100 |

Fig: 4.16 Motive for purchasing your brand is show off

**Interpretation:**

From the above table it was found that 4% of respondents they are strongly agree that they are purchasing brand show off and 40% of them agrees to this statement.32% of them disagrees that they are purchasing brand is for show off and 16% are also strongly disagree to this statement and rest of 8% have no opinion.

**4.17 Guarantee and warranty influence you to purchase a brand**

Table no: 4. 17 Influence of guarantee and warranty

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Strongly agree | 14 | 28% |
| Agree | 22 | 44% |
| Disagree | 9 | 18% |
| Strongly disagree | 5 | 10% |
| No opinion | 0 | 0% |

Fig: 4.17 Influence of guarantee and warranty

**Interpretation:**

From the above table it was found that 28% of respondents are strongly agrees that they are influenced by the guarantee and warranty that provided by their brand, and 44% of respondents are also agree to this statement, and 18% of respondents disagree to this and 10% of respondents strongly disagree to this statement.

**4. 18 Logo attracts you to buy that watch**

Table no: 4.18 Logo attracts you to buy that watch

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Strongly agree | 10 | 20 |
| Agree | 17 | 34 |
| Disagree | 19 | 38 |
| Strongly disagree | 3 | 6 |
| No opinion | 1 | 2 |
| Total | 50 | 100 |

Fig: 4.18 Logo attracts you to buy that watch

**Interpretation**

From the above table it was found that 20% of respondents are strongly agree that logo attracts them to buy that watch and 34% of the are also agree to this. And 38% of respondents disagree and 6% of them strongly disagree to statement and rest of 2% has no opinion.

**4.19** **Value perceived from your brand is more than its cost**

Table no: 4.19 Value perceived from your brand is more than its cost

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Strongly agree | 15 | 30 |
| Agree | 25 | 50 |
| Disagree | 9 | 18 |
| Strongly disagree | 1 | 2 |
| No opinion | 0 | 0 |
| Total | 50 | 100 |

Fig: 4.19 Value perceived from your brand is more than its cost

**Interpretation:**

From the above table it is found that 30% of respondents strongly agree that value perceived from your brand is more than its cost and 50% of them agree to this statement and 18% of respondents strongly disagree and 2% of respondents strongly disagree to this statement.

**4.20 Stick on to same brand again**

Table no: 4.20 Stick on to same brand again

|  |  |  |
| --- | --- | --- |
| Particulars | No. Of respondents | Percentage |
| Strongly agree | 4 | 8 |
| Agree | 21 | 42 |
| Disagree | 19 | 38 |
| Strongly disagree | 1 | 2 |
| No opinion | 4 | 8 |
| Total | 50 | 100 |

Fig: 4.20 Stick on to same brand again

**Interpretation**

From the above table it is found that 8% of respondents strongly agree that they stick on the same brand again and 42% are also agree to this and 38%disgaree to this statement and 2% strongly disagree to this statement and rest of 8% respondents have no opinion.

**4.21 You present watch as gift**

Table no: 4.21 you present watch as gift

|  |  |  |
| --- | --- | --- |
| Particulars | No of respondents | Percentage |
| Strongly agree | 9 | 18 |
| Agree | 23 | 46 |
| Disagree | 9 | 18 |
| Strongly disagree | 2 | 4 |
| No opinion | 4 | 8 |
| Total | 50 | 100 |

Fig: 4.21 you present watch as gift

**Interpretation**

From the above table it is found that 18% of respondents strongly agree that they present watch as gift and 46% agree this. 18% of respondents disagree and 4% of respondents strongly disagree to this statement and rest of 8% has no opinion.

**5.1 Findings**

* Majority of respondents prefer the brand Titan.
* Most of youth prefer branded watch.
* The brand provides festival offers to their customers.
* Majority of respondents are attracted by festival offer.
* Respondent get information about the brand from advertisement.
* Majority of respondents are quality conscious in the selection of watch.
* Respondents are very much satisfied with the watch they are using presently.
* Majority of the respondents are attracted by the advertisement.
* Brand ambassador influence them to buy that brand.
* Majority of respondents are price conscious. They consider price as an important factor in purchase of watch.
* Most of the brand offers additional offers.
* Foreign brand is most selected by the respondents.
* Most of respondents changes watches occasionally.
* Majority of respondents purchasing brand for showoff.
* Guarantee and warranty is an influential factor in selecting a brand.
* Majority of respondents says value perceived more than its cost.
* Most of the respondents stick on the same brand
* Majority of respondent’s present watch as gift.

**5.2 Suggestions**

* Most people prefer to use branded watches so companies should try to increase the brand value.
* Companies should try to promote their brand more through internet and media.
* Try to improve the quality of the product with reasonable price.
* Make the logo more attractive.
* Brand ambassador plays an important role in buying a particular brand; we can select more popular brand ambassador for the brand.
* They can provide more offers to customers for attracting them

**Conclusion**

Brand preference of Watch depends on many factors. However many people give weight age to product characteristics while choosing their brand. TV and Newspaper advertisements are the main promotional activity to buy the brand. Majority of respondent are quality conscious. Creation of satisfied customers is the only way that the companies can survive in the highly competitive structure of Watch market in India.

I would like to conclude after this study I understood that “TITAN” is the dominant player among wrist watches in the Indian market. They can be treated as the market leader in the wristwatch segment. This could be related to a lot of factors such as their styling of wristwatch dials to Indian classical tastes (Tanishq) and also very interesting and lively advertisements. Another detail in this regard is the positioning strategy, every time we hear the “TITAN” music, our mind races back to the ads.