

## IMPACT OF DEMOGRAPHIC VARIABLES ON CUSTOMERS' PREFERENCE TOWARDS WRIST WATCHES IN PAAVAI EDUCATIONAL INSTITUTIONS AT NAMAKKAL

D.Arthi<sup>1</sup>, M.Sindhu<sup>2</sup>, Dr.M.Gurusamy<sup>3</sup>

<sup>1</sup>MBA Student, Department of Management Studies, Paavai Engineering College (Autonomous), Namakkal

<sup>2</sup>MBA Student, Department of Management Studies, Paavai Engineering College (Autonomous), Namakkal

<sup>3</sup>Professor, Department of Management Studies, Paavai Engineering College (Autonomous), Namakkal

Email: <sup>1</sup>darthi1007@gmail.com, <sup>2</sup>sindhumano44@gmail.com, <sup>3</sup>gurusamymba@yahoo.com

---

**Abstract**—This paper has examined an impact of demographic variables on customers' preference towards wrist watches in Paavai Educational Institutions at Namakkal. The objective of the study is to know the impact of demographic variables on customers' preference towards wrist watches. The descriptive research design is used to this study. Both primary and secondary data are used in this study. Non-probability sampling method is used in this study. The questionnaire is used to collect the primary data. The sample size is 61. The regression analysis is used to analyse the data. SPSS 16.0 version is used to analyze the data.

**Keywords**—Demographic Variables, Customer, Customer Preference, Wrist Watches, Product Quality.

---

### INTRODUCTION

Fastrack is one of the leading wrist watch brand in India, Fastrack was launched in 1998. The brand was aimed at the youth segment (15-23 years of age). The brand was promoted with the slogan “cool watches from titan” Fastrack has an established brand images for quality, price and ranges of style it offers. However, it is often found that consumers have still certain issues with this brand, one of the issue is that the services after sales id not good. Consumer often find it difficult to repair the watch or change the strap, daily etc. most of the retail stores doesn't keep spare parts reason being that Fastrack watches style changes at a faster rate, hence consumer are forced to go with domestic brands straps which doesn't even suit the watch. Another issue is that all varieties of the brand is not available in all retail store, the consumer are forced for online shopping to get their desired watches.

Sonata, India's largest selling watch brand, offers style and contemporary watches for everyone. The bold and beautiful designs of sonata watches capture the aspirations and

The exciting range of sonata is available in more than 600 designs. There is a watch for every occasion and every mood.

It's a powerful and well-equipped wearable with a good screen and a reasonable battery life. If it could do all that while looking like an actual wrist watch it would be a real winner.

The positive of Sony is slick performance built in GPS good screen microUSB charger.

The issue of Sony is not super stylish iffy GPS performance fit charger port non-standard watch strap.

### OBJECTIVES OF THE STUDY

- To understand the existing product quality in wrist watches.
- To investigate whether the product quality of wrist watches is capable of addressing all demands made by consumer.
- To identify the difference between expectation & perception of consumers in product quality offered by wrist watches.
- To understand about the consumer satisfaction for wrist watches

## **RESEARCH METHODOLOGY**

### **Research**

Once the problem has been carefully defined, the researcher needs to establish the plan that will outline the investigation to be carried out. The research design indicates the steps that have been taken and in what sequence they occurred. It is a systematic and purposive investigation of facts with an objective of understanding the consumer satisfaction for wrist watches. The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about the “consumers’ behaviour towards wrist watches”.

### **Research Design**

Research design is the arrangement of conditions for collection and analyse of data in a systematic manner that combine relevance to research purpose with an economy in procedure. The research study applied here is purely descriptive.

### **Sampling Technique**

The simple random sampling method was used for the primary data collection. Simple random sampling is the basic technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Every possible sample of a given size has the same chance of selection; i.e. each member of the population is equally to be chosen stage in the sampling process. There are two types of sampling techniques.

They are probability sampling and non - probability sampling. The research adopted non-probability sampling.

### **Non-Probability Sampling**

Non-probability sampling procedure, which does not afford any basis for estimating the probability that each item in the population has been included in the sample.

### **Convenience Sampling**

The researcher has adopted convenience sampling method for this study.

### **Sample Size**

61 respondents are chosen as a sample size for the study.

### **Data Collection**

Target audience: wrist watches consumers in Paavai Educational Institutions, Pachal, Namakkal.

Area of the study: Girls Hostel of Paavai Educational Institutions, Pachal, Namakkal.

### **Primary Data**

Information obtained from the original source by research is called primary data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

### **Secondary Data**

It means data that are already available i.e. it refers to the data which have already been collected and analyzed by someone else. The data was collected from the websites and journals.

## **SIGNIFICANCE OF THE STUDY**

The watch industry in the current scenario is booming and undergoing a rapid growth. The emergence of a new generation private and foreign watches in the Indian watch market has raised the competitiveness in the industry. The study aims at identifying the extent to which the product quality of a watch affects its competitiveness. The outcome of the study reveals the current perception about the watches rooted in the minds of the consumers which could be useful in formulating the strategies in future operations of the company, for the attainment of its goals in this competitive scenario.

## **LIMITATION OF STUDY**

The following are the limitations of the study

- 61 respondents cannot represent the population as a whole. So, the findings may be biased.
- Time plays a havoc role in data collection. So, the sample is restricted to 61.
- Chances of biased responses from the consumers.

## MULTIPLE REGRESSION

**Multiple regression** is a statistical tool used to derive the value of a criterion from several other independent, or predictor, variables. It is the simultaneous combination of **multiple** factors to assess how and to what extent they affect a certain outcome.

## DATA ANALYSIS AND INTERPRETATION

For evaluating the quality of consumer satisfaction of wrist watches, a number of critical variables are selected for conducting a depth analysis using chi square. The results of the analysis by chi square are presented in the following:

<b>Table 1: Model Summary</b>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.377 <sup>a</sup>	0.142	0.113	1.269

a. Predictors: (constant), college, age

The coefficient of determination is 0.142. Therefore, about 14.2% of the variation in the role of description of employees is explained by preference of the wrist watches. The regression equation appears to be very useful for making predictions since the value of  $r^2$  is 0.049.

<b>Table 2: ANOVA<sup>b</sup></b>						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	15.484	2	7.742	4.806	0.012 <sup>a</sup>
	Residual	93.434	58	1.611		
	Total	108.918	60			

a. Predictors: (constant), college, age

b. Dependent variable: Preference of the wrist watches

The above ANOVA shows that F value of role of descriptions such as preference of the wrist watches (4.806) are influencing by demographic variables and p values of preference of the wrist watches (0.012) are less than the usual threshold value of 0.05 level of significance, there not exists enough evidence to conclude that demographic variables are influencing the role of description of students, since p-values < 0.05, we shall reject the null hypothesis and accept the alternative hypothesis.

<b>Table 3: Coefficients<sup>a</sup></b>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	3.927	0.674		5.83	0
	Age	0.15	0.127	0.156	1.178	0.244
	College	-0.384	0.124	-0.411	-3.1	0.003

a. Dependent variable: preference of wrist watches

The above coefficients table indicates that the B values are using for identifying the co-efficient of demographic variables towards the contribution to the factor role of description of students.

Age (0.15) is influencing positively the customers and college (-0.384) is influencing negatively the customers.

## **FINDINGS**

- Most of the customers felt that customer service personnel have good knowledge about the product.
- Majority of customers are not satisfied with general behavior of customer service personnel because the product range of Fastrack is vast and it is difficult for the service personnel to give proper service aids to Fastrack watches.
- Majority of customers use Fastrack watches only, this shows that loyalty of customers enjoyed by company. This strong customer loyalty is laying an effective foundation for Fastrack watches.
- Most of customers are not satisfied with Fastrack's customers' enquiry, so Fastrack should give proper knowledge & awareness to their staff regarding their products & services so they can give sufficient clarification for all queries that arise from customers.
- Most of respondents are demanded that Fastrack should better its customer care with more pleasing nature, willing to help them etc. in order to attain the customer satisfaction.

## **SUGGESTIONS**

- There is so much percentage of customer are dissatisfied with general behaviour of customer service personnel, so they should be given proper training to improve the quality of service
- Often the product range displayed in the ads are not available in stores, so it should be ensured that product ranges are available as soon as possible. Or the website should provide a solution like e-tailing.
- Due to emergence & tough competition from rivals Fastrack watches should soon implement online ordering and selling. If cash on delivery scheme is implemented it can enhance sales
- For common doubts & queries suitable recordings can be made. Queries & recommendations can be uploaded in website of Fastrack.
- Website of Fastrack can be improved again by including detailed information of new products, offers & promotions. It should also provide Customer's feedback option while they use online

## **CONCLUSION**

On the growing influence of globalization on the Indian watch industry, a number of global manufacturers are coming into the Indian watch industry. In such a dynamic environment Fastrack need to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Fastrack needs to take serious efforts to make itself competitive and stable in the dynamic market situation by focusing on the service quality aspects.

Gaining and maintaining consumer preference is a battle that is never really won. Continued and consistent branding initiatives that reinforce the consumer's purchase decision will, over time, land the product in consumer preference sets. Attaining and sustaining preference is an important step on the road to gaining brand loyalty. Most of the consumers prefer Fastrack watches due to its strong brand image, and the main factor forcing the customers to buy Fastrack watch is advertisements through the print and electronic media

## **BIBLIOGRAPHY**

- [1] Philip Kotler (2006), —Marketing management, 10th edition.
- [2] Kothari. C.R. (2005), —Research Methodology Methods and Techniques, 4th edition
- [3] L R Potty (2011), —Research Methodology
- [4] Dr.T.Vetrivel , Dr.P.Priyadarshini, Dr.C.Meeral – Business Research Methods.
- [5] <http://encartaupdate.msn.com/wristwatches.aspx>
- [6] <http://realestate.msn.com/branding/titanindustries.aspx?cpdocumentid>
- [7] <http://watches.about.com/od/history/a/Deontological.htm>
- [8] <http://m.titan.co.in/hot-time-sonata>.
- [9] <http://www.techradar.com/reviews/sony-smartwatc-3>

\*\*\*\*\*