A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS TITAN WATCHES AT HOSUR

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ABSTRACT

The watch industry in the current scenario is booming and undergoing a rapid growth. Different brands with different technology and designs have entered into the market which raised the competitiveness in the industry. This lead to the change in the consumer attitude and purchasing behaviour. The present study analyze to the purchasing behaviour towards Titan watches at Hosur. Descriptive research method has been used in this study. Convenience sampling method has been used in this research. The Sample Size is 100. The sources of data were primary as well as secondary. The data collected in the Titan's showroom survey constitute primary data. Structured questionnaires were prepared for the purchasing behavior towards Titan watches separately for the study. The information gathered from websites, journals and reports was the secondary data. The data collected were coded and processed with the help of SPSS software. The following statistical tools are used like: Percentage analysis and Chi-square Test. The major finding of this study are that there is no relationship between the demographic variables and the purchasing behaviour of the customers towards Titan watches at Hosur showroom.

Key Words: demographic variables, Hosur, purchasing behaviour, Titan, watches

1.1 INTRODUCTION

Consumer purchasing behaviour can be explained as the analysis of how, when, what and why people buy. Understanding the purchasing behaviour of consumer is a key to the success of business organizations. Today Marketing executives are constantly analyzing the changes in consumer purchasing behaviour to predict the future trends. The knowledge of consumer purchasing behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands etc. Now-a-days consumers are becoming more socially conscious in their purchasing behaviours and for some it is becoming a more important aspect of purchasing criteria.

Indian watch industry is in a development stage. The Associated Chambers of Commerce and Industry of India (ASSOCHAM) has anticipated the business sector size of Indian watch industry which is at present evaluated at Rs.5,000 crore will be worth Rs. 15,000 crore by 2020 because of development of solid white collar class and an extensive number of high total assets people.

Indian watch business sector is set to dramatically increase in the following five to seven years to around Rs 15,000 crore developing at 15 for each penny consistently, determined by youth and premium fragment of customers.

In fact, buyers are extremely choosy about the brand and type of wrist watches they wear. Being extremely brand conscious, their tastes have advanced throughout the years and have gone beyond the domains of durability to pick in terms of aesthetics and classy. Subsequently it is a buyers' market with large number of designs that have entered and overwhelmed the market place.

1.2 REVIEW OF LITERATURE

Chang and Wildt (1994) in their study found that the price influence on the quality perception became less because of the increase in the number of the intrinsic attributes.

Chapman and Wahlers, (1999), in their study had found that consumers have a belief "the higher the cost, the higher the quality" and "the lower the cost, the lower the quality".

In accordance with **De Matos, et al.,** in their research about Consumer Attitudes Towards Counterfeit expresses that a review and Extension demonstrated that Price quality, subjective norm, perceived risk, integrity, and personal gratification significantly impacted the consumers' attitude towards counterfeit products.

Hoyer and MacInnis, (2001) had said that an individual's attitude will affect his/her behaviour or not depends on several variables such as: level of involvement or elaboration, knowledge and experience, accessibility of attitudes, situational factors and also personality variables.

Husic and Cicic, (2009), believed that monthly salary may moderate the consumer behaviour in consumption of luxury branded goods.

Jeffrey (1971) in his studies stated that one among the key variables in studying the role of risk is handling in the consumer decision process is self-confidence. When taking problem solving purchase choice decisions, low self-confidence customers would be defensive or indecisive.

Joseph N. Fry and Fredrick H. Siller (1970), in the study titled "A comparison of Housewife Decision making in Two Social Classes" compared elements of the purchase decision processes of working women and middleclass housewives under the relatively controlled condition of a simulated purchasing behaviour. Comparison of brand preference and deal sensitivity measures for the two social classes uncovered a genuinely high degree of similarity in observed behaviour during the purchasing simulation.

As per **Karbasivar and Yarahmadi (2011)**, more apparel impulse purchasing and cash discounts promotion usage between in sample also in store display has major part to encourage consumers to do impulse purchases Sellers can also gift complementary products to encourage consumer to do impulse purchases. Likewise, sealers can increase apparel impulse purchase with decorating their stores in modern style and use attractive lights and colours. The result of the study demonstrates that there is a critical relationship between window display, credit card, promotional activities (discount, free product) and consumer impulse purchasing behaviour.

As indicated by the **Rizwan Raheem Ahmed (2014)** research study, it has been observed that the packaging is the most vital factor. It is further inferred that the bundling components like its Color, packaging material, Design of Wrapper and development are more important factors when consumers making any buying decision. Finally, it has also been concluded that the Packaging is one of the most important and effective factor, which influences consumer's purchase decision.

1.3 STATEMENT OF THE PROBLEM

We are in an age where smart phones can be used to view the local time as well as world timings and so the mechanical wristwatches have slowly become less of an object of function and is considered more as much of a status symbol than as a device to tell time. This shows that the consumer attitude and purchasing behaviour towards wrist watch has been changed from the past

to the present. Hence this study focuses on the changes in consumer attitude and purchase behaviour of the leading wrist watch manufacturer in India, Titan watches in Hosur area.

1.4 OBJECTIVES OF THE STUDY

- To study the purchasing behaviour of people from Hosur towards Titan watches.
- To study that on what occasions Titan watches are being purchased by the customers.

1.5 SCOPE OF THE STUDY

The watch industry is in the present situation is booming and experiencing a fast development. The emergence of new era private and foreign watches in the Indian watch market has brought the competitiveness in the industry. This study aims at identifying the degree to which the product quality of a watch influences its competitiveness. The outcome of the study reveals the current attitude about the watches rooted in the minds of the customers which could be useful in developing the strategies in future operations of the company, for the achievement of its objectives in this competitive scenario.

1.6 LIMITATIONS OF THE STUDY

- The geographical scope of the study is confined to the Industrial area in Hosur.
- Time plays a havoc role in data collection. So, the sample size is confined to 100.
- The consumer's purchasing behaviour may change in future due to change in their standard of living.

1.7 RESEARCH METHODOLOGY

Research Methodology is an approach to efficiently solve the research problem. The main purposes of this study is to obtain the customer attitude towards Titan watches and how it influences the purchasing behaviour of them. For this, the data was collected from the customers of Titan showroom located in Hosur. The survey was done basically by handing out the questionnaire to the customers entering that showroom and then collecting the information and analyzing the collected data. The questionnaires were handed out and after giving the respondent enough time, collected back at his/her convenience. Responses were collected from 100 respondents. The data collected represented a wide cross -section of customers representing both the sexes and of all age groups.

1.8 HYPOTHESIS

There is no relationship between the demographic variables and the purchasing behaviour towards Titan watches.

1.9 DATA ANALYSIS AND INTERPRETATIONS

Table - 1 Demographic profile of the respondents

Characters	Variable	Respondents	Percentage
Gender	Male	57	57
	Female	43	43
	Total	**100**	**100**
Age	18 to 25 years	20	20
	26 to 35 years	44	44
	36 to 45 years	28	28
	46 to 55 years	5	5
	56 to 65 years	1	1
	above 65 years	2	2
	Total	**100**	**100**
Marital status	Single	28	28
	Married	72	72
	Total	**100**	**100**
Educational qualification	10th	2	2
	12th	2	2
	Diploma	8	8
	UG	36	36
	PG	46	46
	Others	6	6
	Total	**100**	**100**
Monthly Income	Below Rs.15,000	18	18
	Rs.15,001 to 35,000	38	38
	Rs.35,001 to 55,000	29	29
	Above Rs.55,000	15	15
	Total	**100**	**100**

Source: Primary Data

It is inferred from the above table that 57% of the respondents are male and 43% of the respondents are female.

It is found from the above table that majority i.e. 44% of the total respondent falls in the age ranges from 26 to 35 years, 28% in the range 36 to 45 years, 20% in the range 18 to 25 years and 5%, 2%, 1% in the ranges 46 to 55 years, above 65 years and 56 to 65 years respectively.

It is inferred from the above table that among the total 100 respondents, 72% are married and 28% are single.

It is found from the above table that 46% of the respondents are qualified with PG, 36% of the respondents are qualified with UG, 8% of the respondents are qualified with Diploma, 6% of the respondents are with Other qualification, 2% of the respondents are qualified with 12th and rest 2% are qualified with 10th.

It is inferred from the above table that 38% of the total respondents are with the monthly income of 15,001 to 35,000 ; 29% of them are with the monthly income of 35,001 to 55,000 ; 18% of them are with the monthly income of below 15,000 and 15% of them are with the monthly income of above 55,000.

Table - 2 Chi Square Test between the monthly income and the particular brand of Titan watch purchased

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.705[a]	33	.953
Likelihood Ratio	25.677	33	.814
Linear-by-Linear Association	.029	1	.866
N of Valid Cases	100		
a. 41 cells (85.4%) have expected count less than 5. The minimum expected count is .15.			

Source: Primary Data

Since .953 > 0.05, null hypothesis is accepted. Hence it is concluded that "there is no relationship between the monthly income of the respondents and the particular brand of Titan watch purchased by them".

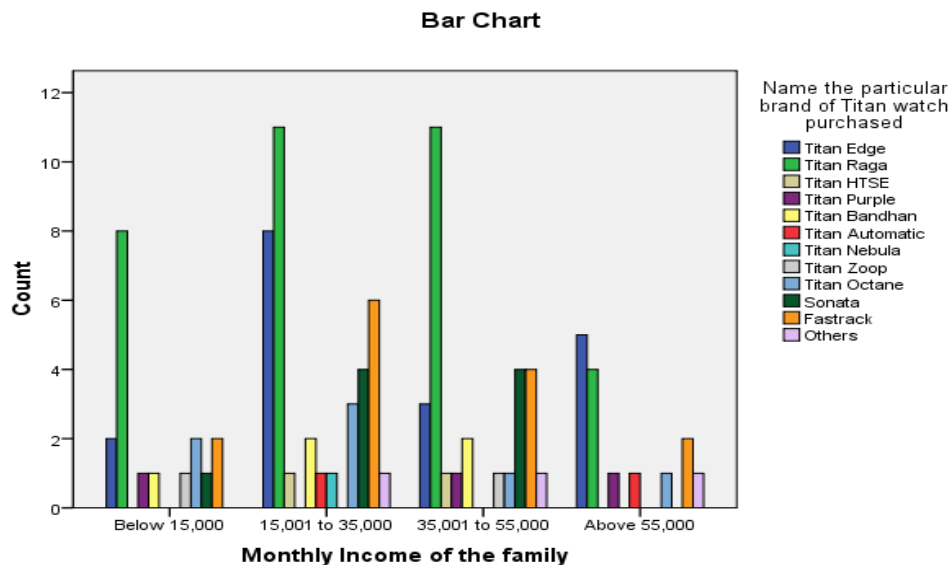**Chart - 1 Cross tabulation between the monthly income and the particular brand of Titan watch purchased**

Table - 3 Chi square test between the monthly income and the price range of the purchased watch

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.141ᵃ	9	.087
Likelihood Ratio	17.326	9	.044
Linear-by-Linear Association	7.745	1	.005
N of Valid Cases	100		
a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .60.			

Source: Primary Data

Since .087 > 0.05, null hypothesis is accepted. Hence it is concluded that "there is no relationship between the monthly income of the respondents and the price range of the Titan watch purchased by them".

Chart - 2 Cross tabulation between the monthly income and the price range of the Titan watch purchased
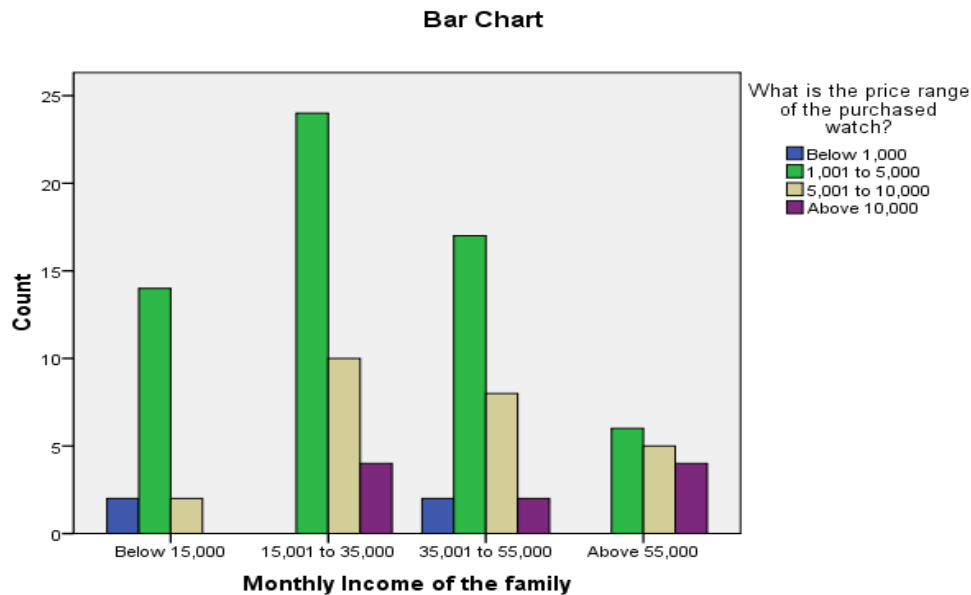

Table - 4 Chi square test between the monthly income and the occasions Titan watch is purchased

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.779[a]	12	.254
Likelihood Ratio	14.878	12	.248
Linear-by-Linear Association	3.777	1	.052
N of Valid Cases	100		
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .15.			

Source: Primary Data

Since .254 > 0.05, null hypothesis is accepted. Hence it is concluded that "there is no relationship between the monthly income of the respondents and the occasions Titan watch is purchased by them".

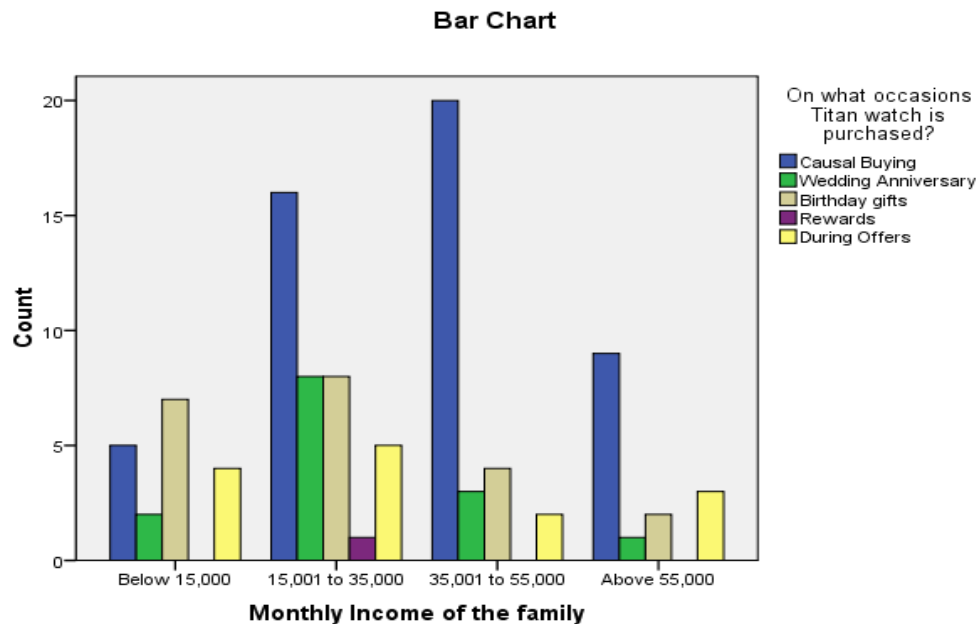**Chart - 3 Cross tabulation between the monthly income and the occasions Titan watch is purchased**

Table - 5 Chi square test between the age and the opinion about buying a Titan watch again

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.538[a]	10	.114
Likelihood Ratio	15.775	10	.106
Linear-by-Linear Association	1.459	1	.227
N of Valid Cases	100		
a. 12 cells (66.7%) have expected count less than 5. The minimum expected count is .07.			

Source: Primary Data

Since .114 > 0.05, null hypothesis is accepted. Hence it is concluded that "there is no relationship between the age of the respondents and the opinion of buying a Titan watch again by them".

**Chart - 4 Cross tabulation between the age and the opinion about buying a Titan watch
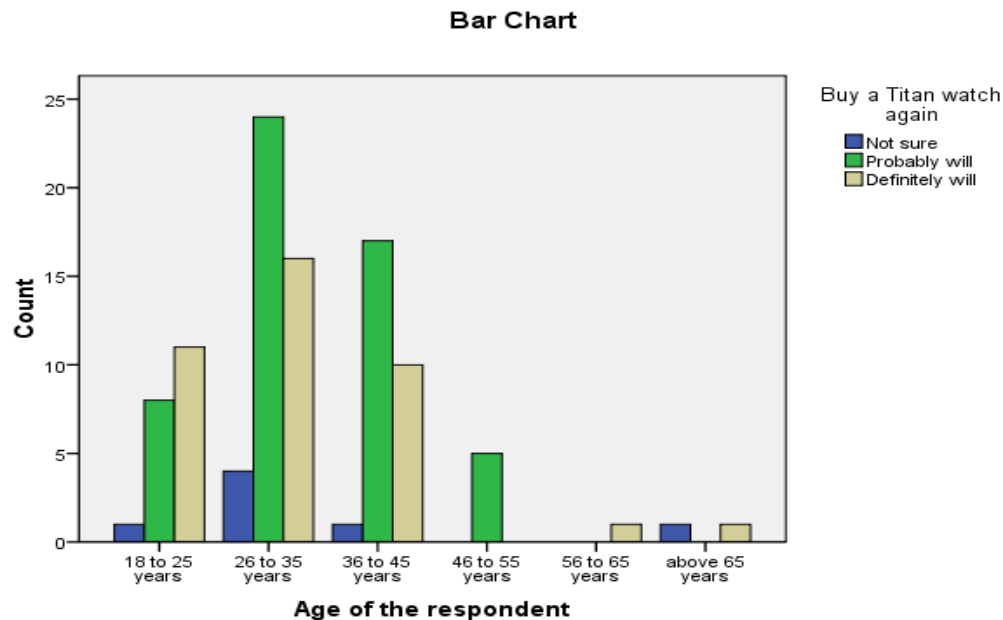again**

**Table - 6 Chi square test between educational qualification and the opinion about buying a
Titan watch again**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.511ª	10	.151
Likelihood Ratio	16.320	10	.091
Linear-by-Linear Association	2.115	1	.146
N of Valid Cases	100		
a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .14.			

Source: Primary Data

Since .151 > 0.05, null hypothesis is accepted. Hence it is concluded that "there is no relationship between the educational qualification of the respondents and their opinion about buying a Titan watch again".

Chart - 5 Cross tabulation between educational qualification and the opinion about buying
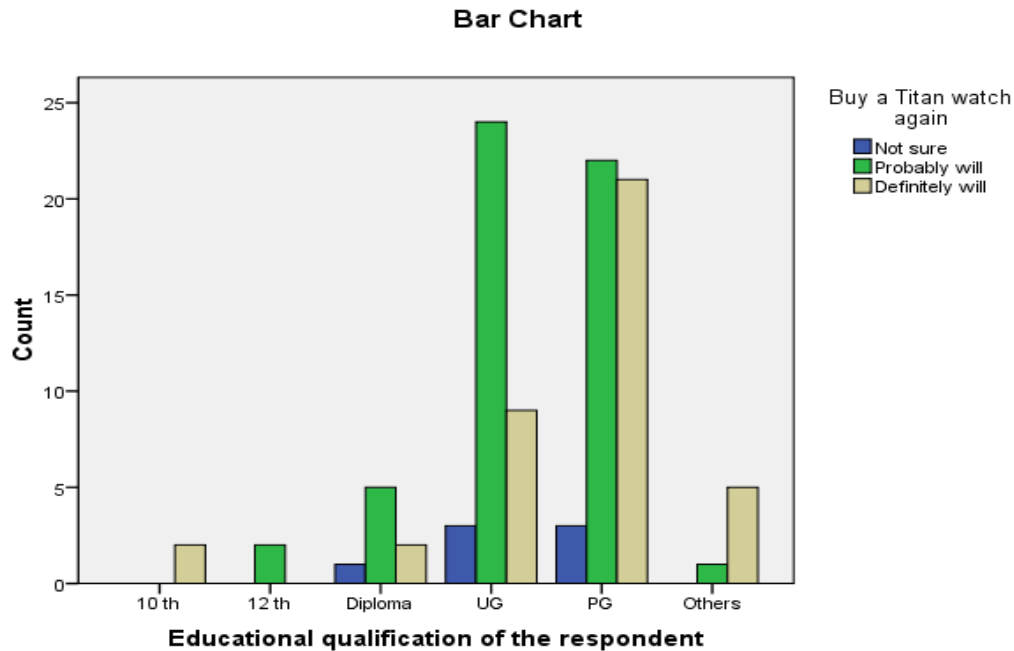
a Titan watch again

Table - 7 Chi square test between monthly income and opinion about buying a Titan watch

again

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.919[a]	6	.989
Likelihood Ratio	.916	6	.989
Linear-by-Linear Association	.462	1	.497
N of Valid Cases	100		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.05.			

Source: Primary Data

Since .989 > 0.05, null hypothesis is accepted. Hence it is concluded that "there is no relationship between monthly income of the respondents and their opinion about buying a Titan watch again".

Chart - 6 Cross tabulation between monthly income and opinion about buying a Titan watch again
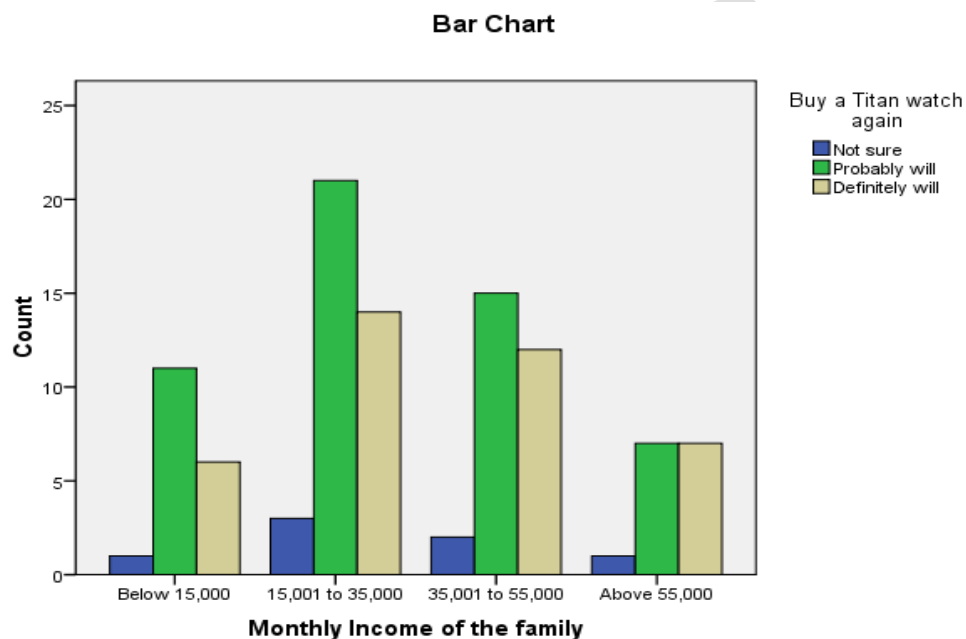
1.10 FINDINGS OF THE STUDY

- It was found that among the total 100 respondents, 57% were male where majority of them were under age group 26 to 35 years and 43% were female where also majority of them were under age group 26 to 35 years.

- It was found, 72% of the respondents were married where majority of them were male and 28% of the respondents were single where majority of them were male.

- It was found that among the total respondents, 46% were with the educational qualification of PG, 36% were with the educational qualification of UG and 8% were with the educational qualification of Diploma

- It was found that there is no relationship between the monthly income of the respondents and the particular brand of Titan watch purchased by them.

- It was found that there is no relationship between the monthly income of the respondents and the price range of the Titan watch purchased by them.

- It was found that there is no relationship between the monthly income of the respondents and the occasions Titan watch is purchased by them.

- It was found that there is no relationship between the age of the respondents and the opinion of buying a Titan watch again by them.

- It was found that there is no relationship between the educational qualification of the respondents and their opinion about buying a Titan watch again.

- It was found that there is no relationship between monthly income of the respondents and their opinion about buying a Titan watch again

1.11 SUGGESTIONS

- It is suggested to maintain the loyalty of the existing customers by means of enhancing the existing discount.

- Since watches were mostly purchased for the occasions of Wedding and Anniversary Titan can introduce more designs in the category Titan Bandhan.

- It is suggested to increase the awareness of some Titan sub brands such as Titan Octane, Titan Purple through TV advertisements as like other sub brands such as Titan Raga, Fastrack.

- It is suggested to maintain the quality and brand image of Titan watches.

1.12 CONCLUSION

Titan watches enjoy a major share in the domestic watch market. Though, there is increasing demand for all varieties of Titan watches, a few suggestions were given by the respondents need to be considered by Titan industries. From this study many customers had suggested that they need more designs at the price level of Rs.300 to 700 range in Titan brand category rather than Sonata category. Finally, it can be said that the performance of Titan watches is not only amazing but also highly satisfactory at Hosur. The company can achieve further success by improvement the suggestions of the consumers.

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