

## **A study on customer satisfaction towards Fastrack Watches in Villupuram**

**Dr. T.R.Anandhi**, Associate Professor, PG and Research Department of Commerce, Theivanai Ammal College for Women, Villupuram Email-tranandhi@gmail.com, Mobile-8056518377

**S.Gayathri, V.Geetha, M. Geetha, S.R.Harishni**, (III B.Com) Theivanai Ammal College for Women, Villupuram

---

### **Abstract:**

Today, Fastrack offers a wide range of products for teenagers. The study has been conducted in Villupuram. The objective is to study on the level of satisfaction among the customers & to evaluate customer's opinion of Fastrack watches & suggest some improvements that can be useful for the developments of the organisation. The study is taken with primary data & secondary data. Primary data is taken with questionnaire with responses taken from 50 respondents. The results indicated that most of the respondents are satisfied with the Fastrack product with their wide range of products, quality, price in an effective way. Customer of Fastrack watches is well known on the range of products supplied by the brand. Majority of respondents were highly satisfied by the Fastrack brand.

**Keywords:** Quality, branded watch, customer perception.

---

Date of Submission: 25-01-2023

Date of Acceptance: 08-02-2023

---

### **I. Introduction:**

"Most of the 500-year history of watches consisted of the development of the mechanical watch. Watches evolved from portable spring driven clocks, which first appeared in 15th-century Europe. Portable timepieces were made possible by the invention of the mainspring in the early 15th century. Nuremberg clockmaker Peter Heinlein is often credited as the inventor of watch. He was one of the first German craftsmen who made "clock-watches" ornamental timepieces worn as pendants, which were the first timepieces to be worn on the body.

Here, still a young man, fashions work which even the most learned mathematicians admire. He shapes many-wheeled clocks out of small bits of iron, which run and chime the hours without weights for forty hours, whether carried at the breast or in a handbag.

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.

### **II. Review of Literature:**

**M.Hameed Unissa (2015)** in her article, titled "A study on Customer Satisfaction Towards Fastrack watches" has set the objectives to study the consumer satisfaction towards Fastrack watches, to study the factor influencing the satisfaction level and to suggest the measures to improve the satisfaction level of customers. They have used tools like simple percentage for their analysis. They have used both primary data and secondary data. They have concluded that the customer satisfaction has a more stochastic character in the early stages.

**Dr.J.Malarvizhi, T. Chitra Devi (2018)** in their research article, titled "A study on Customer Satisfaction towards Fastrack watches in Theni District" has set the objective to study the customer satisfaction towards Fastrack watches to know about the awareness level and to study the factors influencing the satisfaction level. They have collected both primary and secondary data. They have used tools like percentage analysis, Likert's scaling technique and Garret ranking for their analysis. They have concluded that the company creates great awareness to television, newspaper, magazines, etc and there will be an increase in the sales of the products if the price of the product could be reduced by a small margin.

**S. Kubendranm, M.V.Deepak Rajagopal** (2018)in their article, titled “A study on Customer Satisfaction towards Fastrack watches” has set the objectives to suggest the measure to improve the satisfaction level of customer and to study the factor influencing the satisfaction level. They have used the primary data in their study. They have used tools like Chi square, Simple percentage and Graphs for their analysis. They have concluded most of the consumer prefer Fastrack watches due to its strong brand image and main factors forcing the customer to buy Fastrack watch through advertisements and electronic media.

**Dr. D. Supulakshmi ,V.Kalaivani, M. Prathiba** (2019)in their article, titled “A study on satisfaction towards Fastrack watches” has made an attempt to study the factors influencing the satisfaction level, to know about the awareness media of Fastrack watches and to suggest the measure to improve the satisfaction level of customer. They have used both primary and secondary data for analysis. They have used tools like simple percentage for analysis. They have concluded that the customer satisfaction has a more stochastic character in the early stages. The Fastrack watches are a fast moving product and improvement factor for its success are its quality attractive designs and new models.

**Mr. S.Krishnakumar, Dr. B.Merceline Anitha** (2020)in their article, titled “A study on customer perception towards Fastrack watches at Coimbatorecity” has set the objective of the study to find out whether the loyal consumer of Titan watches are aware of the new positioning strategies of the company. They have used both primary and secondary data. They have used tools like chi square for analysis. The researcher concluded that the method of sexual union and repairing of watches ought to be created quicker. After sales service has to be improved.

#### **Statement of Problem:**

Today Watches are important thing in our daily life. The mechanical branded watches 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. The other factor to be considered is the fake watches which is more attractive with the different style and colors with the cheap rate. The decision making process has been more complicated by the increasing number and variety of goods , stores and electronic shopping depends on the consumer choice and option . A Fastrack product plays a vital role in fulfilling that trendy needs of young generation.Multiple categories of product along with guarantee and quality perplex consumers in choice of Fastrack products.

**Dr.J.Malarvizhi,T.ChitraDevi(2018)**intheirresearcharticle,titled“AstudyonCustomerSatisfactiontowardsFastrackwatchesinTheniDistrict”hassettheobjectivetostudythecustomer satisfaction towards Fastrack watches to know about the awareness level and to studythe factors influencing the satisfaction level. They have collected both primary and secondary data.They have used tools like percentage analysis, Likert’s scaling technique and Garret ranking fortheiranalysis.Theyhaveconcludedthatthecompanycreatesgreatawarenesstotelevision,newspaper, magazines, etc and there will be an increase in the sales of the products if the price oftheproduct could bereduced by asmall margin.

#### **Objectives of the study:**

- To study the factors influencing the satisfaction level.
- To understand the existing product quality in Fastrack watches.
- To identify the consumer preference towards fastrack watches with special reference in Villupuram
- To analyze and evaluate the customers confinement towards Fastrack watches.

#### **Scope of the study:**

- 1.Study looks at consumer knowledge of fastrack watches.
- 2.Study looks at fastrack watches market share.
3. Study looks at the justification for purchasing fastrack watches.
4. Study examines how consumers feel about the cost of fastrack watches.
5. Study examines the many ways fastrack watches are marketed only.

#### **Limitations of study**

- The geographical area was restricted.
- Due to limitation of time only 50 respondents were selected for the study. So the sample of customer was not enough to generalize the finding of the study.

### III. Research Methodology

#### Research design:

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data.

#### Statistical Methods and Tools:

The collected data were analyzed by using appropriated tools. They are Tables and percentage analysis. Rank Correlation

#### Data Analysis and Interpretation

##### 1. Frequency analysis:

Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selecting of the study and its finding will give easy interpretation for the reader.

**Table 1 Frequency analysis on Gender, Age, Educational qualification, Occupation and Marital status**

S.No	PARTICULARS	FREQUENCY	PERCENTAGE
1	<b>Gender</b>		
	Male	22	44%
	Female	28	56%
2	<b>Age Groups in Years</b>		
	Below 20 Years	25	60%
	21-30 Years	19	38%
	31-40 Years	3	6%
	41-50 Years	3	6%
	Above 50 Years	0	0%
3	<b>Educational qualification</b>		
	SSLC	4	8%
	HSC	3	6%
	Graduation	32	64%
	Post Graduation	3	6%
	Professional	8	16%
4	<b>Occupation</b>		
	Student	31	62%
	Employee	13	26%
	Businessmen	1	2%
	Housewives	2	4%
	Self employed	3	9%
5	<b>Marital Status</b>		
	Married	9	18%
	Unmarried	41	82%

(Source: Primary data)

#### Inference:

56% of the respondents are female, and remaining are male. 50% of the respondents are belongs the age group of below 20 years 64% of the respondent are Graduates. 62% of the respondents are student 82% of the

respondent are unmarried.

**Table2 Frequency Table Customer Satisfaction**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	<b>Do you own fastrack watch</b>		
	Yes	50	50%
	No	0	0%
2	<b>Reason for selecting fastrack watch</b>		
	Brandvalue	20	40%
	Style	25	50%
	Prestigesymbol	4	8%
	Price	1	2%
3	<b>You came to know about the brand via</b>		
	TVads	20	40%
	Socialnetworks	17	34%
	Peers	2	4%
	Family	11	22%
	Pamphlets/Posters	0	0%
4	<b>Whether your fastrack watch is water proof</b>		
	Yes	45	90%
	No	5	10%
5	<b>Are you satisfied with fastrack watch</b>		
	Yes	23	46%
	No	27	54%

**Inference:**

100% of the respondents are own fastrack watch the 50% respondent are selecting fastrack watch for its style, 40% of the respondents are come to know about the brand via TV ads, 50% of the respondents are satisfied with fastrack watch, 90% of the respondents felt that fastrack watches are water proof.

**SPEARMAN'S RANK CORRELATION**

**Table3: SATISFACTION LEVEL OF THE RESPONDENTS**

FACTORS	SA	A	N	DA	SD	TOTAL	MEAN	RANK
Style range is good (Score F1)	26 130	24 96	-	-	-	50 226/50	4.52	I
Worth the money (Score F2)	8 40	31 124	11 33	-	-	50 197/50	3.94	II
Advertised collection is available in store (Store F3)	13 65	14 56	22 66	1 2	-	50 189/50	3.78	IV
Satisfied in what I paid for what I bought (Score F4)	13 66	21 84	10 30	6 12	-	50 191/50	3.82	III

**Spearman's Rank Correlation**  $P = 1 - \frac{6\sum d^2}{n(n^2-1)}$

$$= 1 - \frac{6 \times 29}{50(50^2 - 1)}$$

$$= 1 - \frac{174}{50(2499)}$$

$$= 1 - \frac{174}{124950}$$

$$= 1 - 0.0013$$

p = 0.999

$d = 226 - 197$ $= 29$
---------------------------

INTERPRETATION: .

The above tabulation proves that through rank correlation. Out of the factors available quality is the first priority among respondents, followed by range, money etc...It clearly indicates even through so many competitive product availability in the market people select fastrack because of its quality and its price.

INFERENCE : P Value is Significantly strong.

**IV. CONCLUSION:**

Regardless of their economic status, watches have practically become a need for all people. There are many different brands of wristwatches on the market right now. Customers across a range of age groups and financial levels take into account diverse factors like price, quality, appearance, design, water resistance, and brands. When buying a watch, "price is believed to be of the utmost importance before the other attributes when selecting the time, price, and the appearance is the second essential element they considered." Fastrack must make substantial efforts to become stable and competitive in the competitive market environment by putting a strong emphasis on service quality issues. Finally, they conclude and said that the performance of branded wristwatch is not only amazing but they are also highly satisfactory. The branded companies can achieve their further success by improvement from the suggestion of the customers.

**REFERENCE:**

**Books**

- [1]. PHILIP KOTLER – Marketing Management 1,3th Edition ,person publication
- [2]. P. RAVILOCHANAM- Research Methodology, Reprint 2016, Margham publication

**Articles**

- [3]. P. K. Belli (2012)- A study on customer satisfaction towards Fastrack watches. Ms. S. Subhasree (2020) - A study on Consumer Satisfaction towards Fastrack products with reference to udumalpet.
- [4]. S. Sanmugapriya, D. kavya (2018) - A study on Customer Preference and Buying
- [5]. Behaviour towards branded watches in Coimbatore District
- [6]. Dr. D. Supulakshmi ,V. Kalaivani,M. Prathiba (2019)-A study on satisfaction towards Fastrack watches.

**WEBSITES:**

- [7]. <https://www.trinity3.com/2016/08/definition-of-marketing/>
- [8]. <https://eprajournals.com/IJSR/article/3935/download>
- [9]. <http://ijrcs.org/wp-content/uploads/201802071.pdf>

Dr. T.R.Anandhi, et. al. "A study on customer satisfaction towards Fastrack Watches in Villupuram."  
*IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 28(2), 2023, pp. 01-07.