A Study on Customer Satisfaction Towards Titan Showroom in Madurai District in The West Zone

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***Abstract*—Customer satisfaction is an essential element of the Marketing process. Customer satisfaction is generally understood as the number of customers who feel good about their interaction with the company in question. As many firms become consumer-oriented, customer satisfaction figures are evaluated, and the companies try to increase them. This research deals with the problem of evaluating knowledge of the different types of Titan brands, motivating factors that cause customers to choose the particular brand, and therefore, the problems they face while dealing with those brands. In order to collect information, the method of surveying is used. Specific tools are applied to get scientific results.**

***Index Terms*—Customer satisfaction, Titan watches**

I. INTRODUCTION

The retail industry in India has undergone a remarkable transformation over the past two decades, moving from unorganized, family-run outlets to structured, brand-driven showrooms that place strong emphasis on customer experience. Among the many product categories that have benefited from this transformation, watches occupy a unique position they are no longer viewed merely as timekeeping instruments but as lifestyle accessories and style statements. Titan Company Limited, a Tata Group enterprise, has been at the forefront of this shift since its inception in 1984, and today commands a dominant share of the organized watch market in India.

Customer satisfaction is widely regarded as the ultimate benchmark of a firm's marketing effectiveness. It reflects the degree to which a product or service meets or exceeds the expectations of the consumer who purchases it. A satisfied customer is more likely to make repeat purchases, recommend the brand to others, and remain loyal even in the face of competitive pressure. Conversely, a dissatisfied customer can cause significant reputational damage through negative word-of-mouth, particularly in the age of social media where opinions travel rapidly.

Titan showrooms serve as the direct interface between the company and its end consumers, and the experience a customer has within this physical retail space ranging from product display and staff behaviour to pricing transparency and after-sales service plays a decisive role in shaping overall brand perception. This study focuses specifically on the West Zone of Madurai District, an area that combines a mix of urban and semi-urban consumer segments, to understand how satisfied customers are with their Titan showroom experience.

The present study attempts to capture customer satisfaction across multiple dimensions, including product design, build quality, pricing perception, advertisement recall, and the likelihood of repeat purchase or recommendation. By doing so, it seeks to provide actionable insights that can help Titan showroom management in the region fine-tune its customer engagement strategies.

II. LITERATURE REVIEW

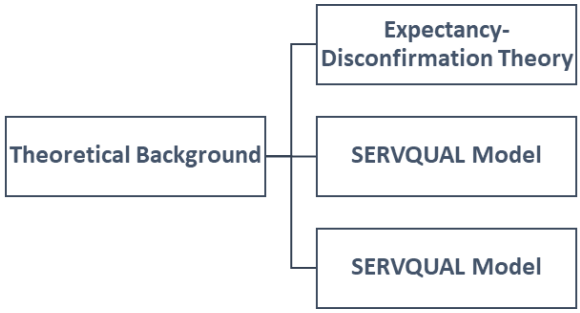
Vennila and Saranya (2020)

Vennila and Saranya (2020) investigated factors influencing customer loyalty towards Titan showrooms in Tamil Nadu and identified staff behaviour, showroom ambience, and post-purchase service as key drivers of loyalty, in addition to product-related attributes. Their broader, state-level sample complements the more granular, zone-specific focus of the present study.

Pandian and Meenakshi (2021)
Pandian and Meenakshi (2021) studied the impact of advertisement on consumer buying decisions for watch brands and found that television and social-media advertisements had the highest recall among younger respondents, while word-of-mouth remained influential across all age groups. This finding is directly relevant to the advertisement-awareness dimension examined in Table 4.12 of the present study.

Bhuvaneswari (2022)
Bhuvaneswari (2022) examined value-for-money perception among watch buyers and found that while most respondents agreed that branded watches such as Titan offered fair value for money, a notable minority in the lower-income bracket expressed price sensitivity, suggesting scope for tiered product offerings. This mirrors the present study's finding that, despite a price-sensitive income profile, an overwhelming majority still perceive Titan watches as worth the money.

Karthika and Suresh (2023)
Karthika and Suresh (2023), in a recent study on smart-watch adoption and its effect on traditional watch brand loyalty, found that the growing popularity of smart watches has diversified customer preference without significantly eroding brand loyalty towards established players like Titan, provided the brand also innovates within the smart-watch category. As one of the most recent studies reviewed, it provides an important, up-to-date contextual anchor for the present research, particularly given that smart watches emerged as the single most preferred watch type among respondents in this study.



Theoretical Background:
Expectancy-Disconfirmation Theory
The most widely accepted theoretical foundation for customer satisfaction research is the Expectancy-Disconfirmation Theory, originally proposed by Oliver (1980). According to this theory, customers form expectations prior to purchase based on prior experience, advertisement, word-of-mouth, and brand reputation.

After using the product or service, they compare their experience against these expectations. A 'positive disconfirmation' occurs when performance exceeds expectations, leading to satisfaction, while 'negative disconfirmation' occurs when performance falls short, leading to dissatisfaction.

SERVQUAL Model
The SERVQUAL model, developed by Parasuraman, Zeithaml and Berry, measures service quality across five dimensions: tangibles (physical facilities and appearance), reliability (ability to perform the promised service dependably), responsiveness (willingness to help customers promptly), assurance (knowledge and courtesy of staff), and empathy (individualised attention given to customers). This model is particularly relevant to showroom-based retail studies, as it captures both product-related and service-related determinants of satisfaction.

Brand Loyalty Framework
Customer satisfaction is also closely linked to brand loyalty, which refers to a customer's commitment to repurchase a preferred product or brand consistently in the future, despite situational influences and marketing efforts that could induce switching behaviour. Satisfied customers are more likely to exhibit both attitudinal loyalty (positive attitude towards the brand) and behavioural loyalty (repeat purchase and recommendation), both of which are examined in this study through the respondents' willingness to recommend Titan watches to others.

III. OBJECTIVES OF THE STUDY

- To study the demographic profile of customers visiting the Titan Showroom in Madurai District (West Zone).
- To analyse the factors influencing customers' preference for Titan watches.
- To measure the level of customer satisfaction with respect to product design, quality, pricing, and advertisement.

- To examine the relationship between customers' rating of product design and their overall satisfaction with quality using statistical tools.
- To offer suggestions for improving customer satisfaction based on the findings of the study.

IV. RESEARCH METHODOLOGY

Research methodology refers to the systematic, theoretical analysis of the methods applied to a field of study. It comprises the procedures by which researchers describe, explain, and predict phenomena, and is concerned with the logical structure of the research process rather than merely the techniques used for data collection. This chapter outlines the research design, sources of data, sample size, data collection method, and statistical tools employed in the present study.

The study is based on a sample of 50 respondents, selected from customers who had visited or purchased products from the Titan Showroom in Madurai District (West Zone). The sampling method adopted was Convenience Sampling, a non-probability sampling technique, chosen due to time and accessibility constraints. While convenience sampling does not guarantee that the sample is fully representative of the entire customer population, it is a widely accepted approach for exploratory, showroom-level consumer studies of this nature.

Data were collected using a structured questionnaire consisting of sixteen questions, divided broadly into two sections: the first section captured demographic details (age, gender, occupation, qualification, and income), and the second section captured purchase behaviour and satisfaction-related responses (watch type preference, visit frequency, purchase reason, colour preference, product liking, usage duration, advertisement awareness, value-for-money perception, design rating, overall quality rating, and likelihood of recommendation).

Table 1: Structure of the Questionnaire

Section	Questions Covered	Nature of Data
A Demographic Profile	Q1–Q5 (Age, Gender, Occupation, Qualification, Income)	Categorical
B Purchase Behaviour	Q6–Q9, Q11 (Watch Type, Visits, Reason, Colour, Duration)	Categorical
C Brand Perception	Q10, Q12, Q13 (Liking, Ad Awareness, Value for Money)	Categorical
D Satisfaction Ratings	Q14–Q15 (Design, Overall Quality)	5-Point Likert Scale
E Loyalty / Advocacy	Q16 (Recommendation)	Categorical

4.1 Statistical Tools Used

The following statistical tools were used to analyse the primary data collected for this study:

a) Percentage Analysis

Percentage analysis was used to summarise the demographic profile and categorical responses of respondents, expressing each response category as a proportion of the total sample.

Percentage (%) = (Number of Respondents in a Category ÷ Total Number of Respondents) × 100

b) Chi-Square Test

The Chi-Square test of independence was applied to examine whether there is a statistically significant association between the age group of respondents and their rating of Titan watch design.

$\chi^2 = \Sigma [(O - E)^2 \div E]$, where O denotes the observed frequency, and E denotes the expected frequency for each cell in the contingency table.

c) Correlation Analysis

Karl Pearson's Coefficient of Correlation was used to measure the strength and direction of the linear relationship between respondents' rating of Titan watch design and their rating of overall product quality.

$r = \Sigma(X - \bar{X})(Y - \bar{Y}) \div \sqrt{[\Sigma(X - \bar{X})^2 \times \Sigma(Y - \bar{Y})^2]}$

d) Weighted Average Method

The weighted average method was used to compute a single composite satisfaction score for design rating and overall quality rating by assigning numerical weights to each response category on the five-point scale (Highly Dissatisfied = 1 to Highly Satisfied = 5).

Weighted Average = Σ(Weight × Frequency) ÷ Total Number of Respondents

e) Regression Analysis

Simple linear regression analysis was used to examine the extent to which respondents' rating of overall

product quality (dependent variable) can be predicted from their rating of product design (independent variable).

$Y = a + bX$

where Y is the predicted value of overall quality rating, X is the design rating, a is the intercept, and b is the regression coefficient (slope).

f) Measures of Central Tendency Mean, Median and Mode

Mean, median and mode were computed for the numerically coded satisfaction scores (design rating and overall quality rating) to summarise the central tendency of respondent opinion.

$\text{Mean } (\bar{X}) = \Sigma x \div n$

All statistical computations in this study were performed on the primary data collected from the 50 respondents.

4.2 Period of the Study

The primary data for this study was collected over a period of approximately four weeks, during which the structured questionnaire was administered to customers of Titan Showroom in Madurai District (West Zone). The secondary data and literature review draw upon academic and industry sources published up to the year 2023, supplemented by the company's more recent annual report and official publications.

V. RESEARCH GAP

The reviewed literature clearly establishes that customer satisfaction in the branded watch retail sector is influenced by a combination of product attributes (design, quality, price) and service attributes (staff behaviour, ambience, after-sales support). However, most of the available studies are either national in scope or focused on metropolitan cities such as Chennai and Coimbatore, with relatively limited empirical attention paid to Tier-II and Tier-III regions such as Madurai District.

Furthermore, while several studies have examined customer satisfaction towards Titan watches in general, very few have specifically focused on the West Zone of Madurai District, or have combined demographic profiling with statistical techniques such as chi-square testing, correlation, and regression analysis to examine the relationship between specific satisfaction dimensions, such as product design and overall quality perception.

This study attempts to address this gap by undertaking a zone-specific, statistically grounded examination of customer satisfaction towards Titan Showroom in Madurai District (West Zone), thereby contributing region-specific empirical evidence to the existing body of literature.

VI. FINDINGS

- A majority of respondents (52.0%) belong to the 20–25 age group, indicating that Titan Showroom's West Zone customer base is predominantly young adults.
- Male respondents (66.0%) outnumber female respondents (34.0%) in the sample.
- 44.0% of respondents fall in the 'Others' occupation category, followed by students (30.0%) and self-employed individuals (22.0%).
- 46.0% of respondents are undergraduates and 34.0% are postgraduates, indicating a fairly well-educated customer base.
- A little over half of respondents (52.0%) earn less than ₹20,000 per month, indicating that a significant share of the customer base is price-sensitive.
- Smartwatches are the most preferred watch type (30.0%), narrowly ahead of digital and analog watches (26.0% each), reflecting a shift towards wearable technology.
- 72.0% of respondents have visited the Titan showroom more than once, indicating healthy repeat footfall and engagement.
- Brand value (52.0%) is the leading reason for choosing Titan watches, ahead of style (36.0%).
- Silver (46.0%) is the most preferred watch colour, followed by gold (26.0%).
- 86.0% of respondents like Titan watches, reflecting very strong brand affinity.
- 38.0% of respondents have used Titan watches for 3–10 years, and 32.0% have used them for over 10 years, indicating strong long-term brand retention.
- 74.0% of respondents recalled Titan's advertisements, while 26.0% had not seen them.
- 94.0% of respondents agree or strongly agree that Titan watches are worth the money, despite over half the sample being in the lower income bracket.

- 54.0% of respondents rated Titan watch design as satisfied or highly satisfied, while 34.0% remained neutral, indicating room for design improvement.
- 60.0% of respondents rated overall quality as satisfied or highly satisfied, a higher proportion than for design, suggesting quality is perceived more favourably than aesthetics.
- 76.0% of respondents are willing to recommend Titan watches to others, reflecting strong brand advocacy.
- The chi-square test showed no statistically significant association between age group and design rating ($\chi^2 = 9.561$, df = 9, p = 0.387), indicating design perception is broadly consistent across age groups.
- A strong positive correlation (r = 0.822) was found between design rating and overall quality rating, indicating that customers who like the design also tend to rate quality highly.
- Regression analysis showed that design rating explains approximately 67.6% of the variation in overall quality rating ($R^2 = 0.676$), confirming design as a major driver of quality perception.
- The weighted average scores for design (3.54) and overall quality (3.76) both fall in the 'Satisfied' range, with quality scoring marginally higher than design.

VII. SUGGESTIONS

- Since a large proportion of customers are price-sensitive (52.0% earning below ₹20,000 monthly), Titan Showroom should consider promoting its entry-level and mid-range watch collections more prominently, along with easy EMI or exchange schemes, to strengthen value-for-money perception among this segment.
- Given the strong and growing preference for smartwatches (30.0%), the showroom should expand its smartwatch display area and actively train staff to demonstrate smartwatch features, ensuring Titan captures a larger share of this fast-growing category.
- As design received the highest proportion of neutral responses (34.0%) among all satisfaction dimensions, the showroom should periodically refresh its display collection with newer, trend-aligned designs, particularly targeting the dominant 20–25 age segment.
- Since 26.0% of respondents had not seen any Titan advertisement, the local marketing team should intensify digital and social-media advertising campaigns specific to the Madurai West Zone to improve brand recall among untapped customer segments.
- Given the strong positive correlation between design and quality perception, marketing communication should emphasise both attributes jointly, since improving perceived design is likely to also lift the overall quality perception of the brand.
- The showroom should introduce a structured customer feedback mechanism (in-store or digital) to continuously track satisfaction levels, rather than relying solely on periodic academic studies such as this one.
- Since a meaningful segment of customers remain 'Neutral' rather than clearly satisfied or dissatisfied across several dimensions, targeted after-sales engagement (such as service reminders, loyalty offers, or personalised recommendations) could be used to convert neutral customers into loyal advocates.
- Staff should be trained to highlight Titan's long product life and warranty support more explicitly at the point of sale, given that over 30.0% of respondents have used Titan watches for 10 years or more, reinforcing this as a differentiator for durability-conscious buyers.
- The showroom could introduce a referral incentive programme to convert the strong recommendation intent already present (76.0% willing to recommend) into measurable new-customer footfall, since advocacy at this level represents a currently under-leveraged growth channel.
- Given that student and self-employed respondents together account for over half the sample, the showroom could explore flexible payment options and student-specific promotional pricing to deepen engagement with these price-conscious but design-aware segments.

VIII. CONCLUSION

This article is an experiment carried out for the purpose of analysing the customer behavior of Titan watches. This experiment was done with the purpose of analyzing the different facets of customer behavior.

From the above analysis, it can be seen that the majority of the consumers of Titan watches are satisfied with the brand. The customers see the brand as a fashion brand. We feel that the company could meet the expectations of its customers better if it follows the suggestions made by its customers.

This study set out to assess the level of customer satisfaction towards Titan Showroom in Madurai District (West Zone), examining demographic profiles, purchase behaviour and satisfaction across product design, quality, pricing and advertisement dimensions. The findings reveal an overall positive picture: Titan enjoys strong brand affinity (86.0% liking), high value for money perception (94.0% agreement), and strong advocacy intent (76.0% willing to recommend), all of which point to a loyal and largely satisfied customer base in this zone.

At the same time, the study identifies specific areas for improvement most notably in design perception, where a substantial neutral segment (34.0%) suggests that the brand has not yet fully captured the aesthetic preferences of all its customers, and in advertisement reach, where over a quarter of respondents were unaware of Titan's promotional campaigns. The statistical analysis further confirms that design perception is a significant driver of overall quality perception ($r = 0.822$, $R^2 = 0.676$), underscoring the strategic importance of continued investment in product design and visual merchandising.

Overall, the study concludes that Titan Showroom in Madurai District (West Zone) enjoys a strong satisfaction base rooted primarily in brand trust and product durability, and that targeted improvements in design variety, promotional reach, and price-tiered offerings could further strengthen customer satisfaction and loyalty in this region.

IX. SCOPE FOR FURTHER RESEARCH

Future studies could expand on the present research in several directions: extending the sample size and geographic coverage to include other zones of Madurai District or neighbouring districts for comparative analysis; adopting a longitudinal design to track how customer satisfaction evolves, particularly as smartwatch adoption continues to grow; and incorporating additional service-quality dimensions, such as staff responsiveness and showroom ambience, using a full SERVQUAL-based instrument to build on the product-focused satisfaction dimensions examined here.

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