



A STUDY ON CUSTOMER PERCEPTION TOWARDS TITAN WATCHES IN INDIA

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Abstract

Customer perception plays a vital role in determining the success of a brand in today's competitive market. This study focuses on analyzing customer perception towards Titan watches in India. The research aims to understand how consumers evaluate the brand based on factors such as quality, design, pricing, durability, and after-sales services. A descriptive research design has been adopted, and primary data was collected through structured questionnaires from 100 respondents.

The findings indicate that customers generally have a positive perception of Titan watches due to their brand reputation, design variety, and reliability. Factors such as product quality and brand image strongly influence purchasing decisions. However, areas like product variety and after-sales service need further improvement. The study concludes that maintaining customer satisfaction and continuously innovating product offerings are essential for sustaining competitiveness in the watch industry.

Keywords: Customer Perception, Brand Image, Titan Watches, Consumer Behavior, Customer Satisfaction, Product Quality

INTRODUCTION

In the modern business environment, understanding customer perception has become crucial for organizations aiming to achieve long-term success. Customer perception refers to the way individuals interpret and evaluate a brand, product, or service based on their experiences, expectations, and interactions.

The watch industry has evolved significantly over time, transitioning from simple timekeeping devices to fashion accessories and status symbols. Among the leading brands in India, Titan

has established a strong presence by offering a wide range of watches that combine style, functionality, and affordability. The brand caters to diverse customer segments, including youth, professionals, and luxury buyers.

Customer perception towards watches is influenced by multiple factors such as design, durability, price, brand reputation, and technological features. In recent years, the emergence of smartwatches and digital devices has increased competition in the market, making it essential for traditional watch brands to adapt and innovate.

This study focuses on analysing how customers perceive Titan watches and what factors influence their purchasing decisions. Understanding these perceptions helps businesses identify strengths and weaknesses and develop strategies to enhance customer satisfaction and loyalty.

RESEARCH METHODOLOGY

The research methodology provides a structured framework for conducting the study and ensures the reliability of findings.

This study adopts a descriptive research design, which focuses on describing customer perceptions without manipulating variables. It helps in understanding attitudes, opinions, and preferences of consumers

Data Collection

1. Primary Data:

Primary data was collected through a structured questionnaire distributed among 100 respondents. The questionnaire included questions related to product usage, satisfaction level, and perception towards Titan watches.

2. Secondary Data:

Secondary data was collected from journals, books, websites, and previous research studies related to customer perception and the watch industry.

Sampling Design

Sampling Technique: Convenience sampling method was used, where respondents were selected based on availability and willingness

Sample Size: 100 respondents

Sampling Unit: Customers who use or are aware of Titan watches

Scope of the Study

The study focuses on analyzing customer perception towards Titan watches in the Indian market. It examines various factors such as quality, pricing, durability, and customer satisfaction.

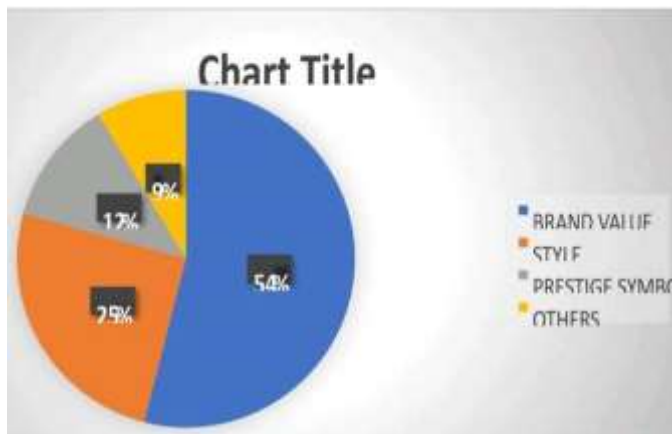
Limitations

The study is limited to a small sample size and specific geographical area. Responses are based on personal opinions, which may introduce bias.

RESULT AND DISCUSSION

The analysis of the data collected from respondents provides valuable insights into customer perception.

The study reveals that brand image is one of the strongest factors influencing customer



perception. Titan is widely recognized for its reliability and quality, which creates a positive impression among consumers. Customers associate the brand with trust, style, and durability.

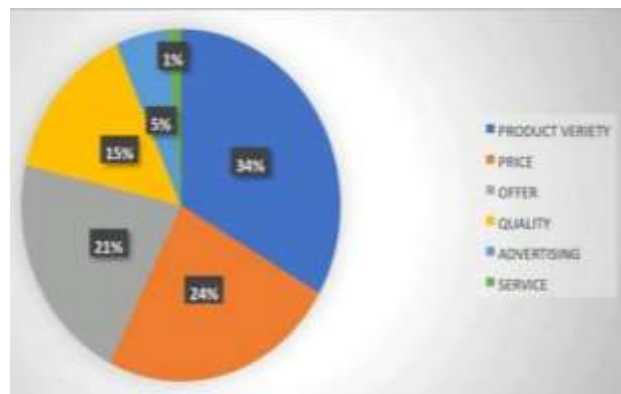
Product quality and design are also significant factors affecting purchasing decisions. Many respondents expressed satisfaction with the design variety and

aesthetic appeal of Titan watches. The combination of functionality and fashion makes the brand attractive to different customer segments.

In terms of pricing, customers perceive Titan watches as offering good value for money. While not the cheapest option in the market, the brand balances affordability with quality, making it accessible to a wide audience.

The study also highlights the importance of after-sales service. Customers expect efficient repair and maintenance services, and any delay or inconvenience can affect their overall perception. Improving service efficiency can enhance customer satisfaction significantly.

Another key observation is that customer perception is influenced by recommendations and brand awareness.



Word-of-mouth and advertisements play a crucial role in shaping opinions about the brand.

However, some areas require improvement:

- a) Limited product variety in certain segments

- b) Need for faster service and repair processes
- c) Increasing competition from smartwatches

Overall, the findings indicate that Titan has a strong market position, but continuous innovation and customer-focused strategies are necessary to maintain its leadership.

CONCLUSION

The study concludes that customer perception towards Titan watches is largely positive, driven by strong brand image, quality products, and attractive designs. Customers perceive the brand as reliable and value for money, which contributes to high satisfaction levels.

However, in a competitive market environment, maintaining customer satisfaction requires continuous improvement in product offerings and services. The company must focus on innovation, enhance after-sales service, and expand product variety to meet changing consumer preferences.

Understanding customer perception helps organizations identify opportunities for growth and develop strategies to strengthen customer relationships. By focusing on quality, service, and innovation, Titan can continue to build a strong and loyal customer base.

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