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A Study of Customer Satisfaction towards Fastrack Watches in Akola Region

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ABSTRACT: Today human beings work with the time the various activities to be preferred on generally days we find no person without her his standard home without a clock. Does the watches have become almost a necessity for human being to whichever the economic class the belong.

This reach research paper has been return in order to understand the consumer buying behaviour towards Fastrack watch in Akola. The objective of this research is to study the factors affecting choices of type of Fastrack watches, to measure the customer satisfaction towards Fastrack watches to find out the desired platform for buying of watches and to find out the type of strap material preferred for wrist watches.

Descriptive Research design and non probability sampling technique has been used in order to conduct this research. In order to collect the primary data, questionnaire is used.

The results of the study revealed useful information about the consumer buying behaviour which might be of great value to marketers and the manufacturers of Fastrack wrist watch.

I. INTRODUCTION

Customer preference is defined as a set of assumption that focus on customer choices that result in different alternative such as happiness satisfaction or utility.

Watches have turn out to be nearly a need for human beings, irrespective of the economic class they belong to. The watch industry in the modern state of affairs is booming and achieving the growth of India. With the advent of latest technology, a revolutionary changes has occurred in the watch market of India. Manu new brands with

Latest technology have enter the market leading to arising competitive nails in the industry.

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 to 25 years of age). The brand was promoted with the slogan “cool watches from Titan”. Fastrack has an established brand image for quality, price and ranges of style it offers.

Customer satisfaction has become one of many important objective set for product services. The satisfaction survey is becoming the primary tool for assessing this aspect of customer care. Customer satisfaction survey providers ‘snapshot of customers’ opinion of one’s product. One of the major goals of organisation is that customer and the families will be highly satisfied with their entire experience in their customer visit. An organisations for purpose is to measure, analyse, and report the degree to which they are meeting this goal with their organisation.

II. LITERATURE REVIEW

Dr. J. Malarvizhi, T Chitra Devi (2018) The objective is to study on the level of satisfaction among the customers and to evaluate the customer opinion towards Fastrack watches and suggest some improvements that can be helpful for the development of the organisation.

K. Anitha, Dr. M. Uma Maheshwari (2013) The focus of the present study is to gain the knowledge about the different types of Titan brands, factors influencing the consumer to prefer a particular brand and the problem faced by Them on using such brands for the purpose of obtaining the data questionnai method is used.

Beneke. J, Hayworth. C, Hobson, R and Mia, Z (2012) Examining the effect of retail service quality dimension on customer satisfaction and loyalty. The case of the supermarket shoppers school of management.



Lin, G. T. R., And Sun, C.C (2010) Factors influencing satisfaction and loyalty in online shopping: an integrated model, emerald publishing group limited, Miles G. and Cannon (2011). Linking service to customer satisfaction: exploring the role of competitive strategy, international general of operation and production management, group of publishing limited.

Turnel and serenko (2010) Studied validation of American customer satisfaction model in mobile telecommunication sector and found that there is a positive association between perceived customer expectation, pursued quality value and satisfaction and a negative link between satisfaction and customer complaints.

Mini Tejaswi (2019) Brought out that now a days watches are not only considered as an object or device which tells us time but it has also become an accessory with multiple features and designs and is considered as a status.

Praveen Kumar L (2015) Conducted “A study on customer satisfaction of Fastrack watches in Mysore”. The findings of the study say that company should ensure the availability of all models and outlets of Fastrack. The company must satisfy their loyal customer by providing the special offers. Finally, a study conducted to know about the satisfaction level of customers of Fastrack watches.

Objective Of Study :-

- 1) To study the customer satisfaction towards Fastrack watches.
- 2) To understand the existing product quality in Fastrack watches.
- 3) To suggest the measures to improve the satisfaction level of customer.
- 4) To study the difference between satisfaction level of customer with respect to various aspect of Fastrack watches.
- 5) To investigate whether the product quality of Fastrack watches is capable of addressing all demands made by customers.

Research Methodology :-

Research design is a detail blueprint used to get the research study towards its objective. The research design for the study is descriptive analytical in nature that is conducted among the users of Fastrack watches especially in Akola City.

This study is done in order to study the customer satisfaction towards Fastrack watches in Akola region. This entire research is based on secondary data based on the information available on website, some of research papers and articles.

Journey Of Fastrack Watches :-

Fastrack was launch in 1998 and become an independent urban youth brand in 2005. Since then it has curve and niche for itself with watches and sunglasses that are both fashionable and affordable. Fastrack extended its food print into accessories in 2009 with range of bags belts and wallets. Fastrack retails across the nation through 158 exclusive Fastrack store in over 79 cities authorised multi brand outlets and online. Today, the brand has a successfully not up the title of being the most loved youth fashion brand in the country.

If Fastrack watch to be describe in a single word, ‘Irreverent’ would be it. Not the insolent, sacrilegious or rude variety but more the cheeky anti authoritarian kind. This is evident in the brand’s edgy, proactive and tongue in cheek advertising. A brand that questions everything pushes boundaries, constantly re-invent and never stress near the beaten path. Fastrack has earned the tagline of being ‘Effortlessly cool’. For them it boils down to not taking things to seriously they flip the bird at having to be acceptable and smile sardonically in the face of all the haters. Steeming from the need to keep their audience engage and in the edge of their seats, Fastrack has developed the net ability to switch tracks and constantly reinvent. The brand is ‘Unpredictable’ and always has a trick up it sleeve. The ideal of being ‘Eternally Young’ is a concept that Fastrack identify with and lives by everyday.

Fastrack is India’s foremost youth accessories brand. It is sporty and coed. It believes that it is all about range and deliver just that in almost ungodly quick cycles. The brand stays focus on its audience and delivers what do you want before the even know they want it. Fastrack is accessible and owns the playing field. It is not cheap just affordable. It is not just about fashion but rather lifestyle. It does not make products that are mean to be collectibles or those that will turn into heirlooms. It does not just make watches. It is not the manufacturer of tween gear. Fastrack accessorizes the youth it makes what is their war paint and marks of individualism it represent articulates and stand for all they for all they have to say. Move On.

Fastrack started out with a bang. Its maiden tagline, ‘Move On’ has always moved perfectly with changing times and helped the brand carve out a niche for itself by representing the ever evolving youth of the country.

After 13 years of existence Fastrack has announce a new brand preposition.



Ajay Maurya, Marketing Head, Fastrack walks us through the campaign idea share how it all came together the thought behind adopting a new proposition and larger goals for the brand.

The mission of Fastrack company is that they will do this through a pioneering spirit and caring, value driven culture that foster innovation drives performance and ensure the highest global standard in everything they do.

Limitation :-

Due to time constraints this study has been restricted to the customer satisfaction Fastrack watches in Akola region only. The major findings of study are based on the information given by the respondents.

III. CONCLUSION

On the growing influence of globalisation on Indian wrist industry, a number of global manufacturers are coming into the Indian watch industry. In such a dynamic environment Fastrack need to be a more quality conscious the product of or almost similar by all the watch manufacturers in the industry. Fastrack need to take serious efforts to make itself competitive and stable in the dynamic market situation by focusing on the service quality aspects. Most of the consumer prefer of Fastrack watches due to its strong brand image and the main factor forcing the customer to buy Fastrack watch is advertisement through the print and electronic media. Thus from the study of Fastrack it can be understood that being so large and so extensive in brand it has a located equal importance to each of its product and services. Moreover being so evidence in each of its segment which is widely used by Indian as well as worldwide customers. FASTRACK is not only focusing on major brands but also on those branded which are not performing well and new products are brought into Market by viewing the importance of innovation in this changing environment. As bees are treated as social insect, committed to prioritizing the colony's needs and working together such a team work and a passionate commitment to achieve a shared goal is what helps Fastrack create milestone.

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