

A Study on Brand Preference of Wrist Watches in Sub Urban of Coimbatore

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Abstract: *This study aims to investigate the brand preferences of wrist watches among residents in the suburban areas of Coimbatore. Wrist watches are not only functional timekeeping devices but also serve as fashion accessories, reflecting personal style and status. Understanding the factors influencing brand preference can provide valuable insights for watch manufacturers and marketers to develop effective marketing strategies. The study employs a quantitative research design, utilizing a structured questionnaire to collect data from a representative sample of residents in the suburban regions of Coimbatore. The findings of this study will shed light on the most preferred wrist watch brands in the suburban areas of Coimbatore and the factors driving brand preference among residents. The research results will contribute to the existing literature on consumer behavior and brand preference, specifically within the context of wrist watches. Additionally, the outcomes will provide valuable insights to watch manufacturers and marketers, helping them tailor their marketing strategies and enhance their market positioning in the suburban regions of Coimbatore.*

Keywords: Brand Preferences

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