

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

I. INTRODUCTION

When a customer chooses one brand over another consistently, this is called their brand preference. In other words, they have gotten familiar with the competitors, maybe even tried a few products from different brands, and made a choice that they like this brand the best. Brand preference goes hand in hand with brand loyalty. When faced with the decision, customers with brand preference will choose your brand every time. This kind of repeat business leads to customer loyalty and brand advocates, in turn helping you create a successful and sustainable business. Building brand preference is one of the goals each business tries to achieve because it goes hand in hand with brand marketing concepts. Brand marketing is a holistic approach that entails reaching several objectives to build long-lasting relationships and emotional connections with clients, resulting in high revenue. Essential aspects that contribute significantly to building your brand preferences include brand awareness, advocacy, loyalty, equity, engagement, identity, and image. It may seem like a lot, but, again, this is a long-term game. As soon as you consider these factors while developing your brand marketing strategy, customers will have more reasons to choose your company. High-level personalization, deep segmentation, and predicting customers' intentions based on their activities and engagement will eliminate the possibility of your clients' turning to your competitors. A thorough analysis of your clients' needs and preferences will provide you with the data necessary to create highly relevant and killer offers. Now, let's take a look at practical tips that will help you build brand preference. These issues. Determine at which stage you lose leads, analyze the obstacles, and be proactive. A well-thought content marketing strategy will help your leads eliminate possible problems. Offer them how-tos, checklists, reminders, video guides, and demos to realize how things work. Let your sales manager or customer retention team consult clients individually to understand them better. Build customer loyalty. Loyal customers shop regularly, spend more on purchases than first-time buyers, and are a great source of word-of-mouth for your brand. They will definitely share their positive experience with friends and colleagues and, as a result, bring in new customers. To attract more devoted clients, you can hire more customer care agents, create a loyalty program, offer VIP tiers, collect customer feedback, optimize your efforts accordingly, send triggered emails, and segment your audience. Your efforts will pay off with high revenue and a strong brand reputation.

1.1 STATE OF THE PROBLEM

The problem of brand awareness in the context of wristwatches refers to the challenge faced by watch brands in making consumers aware of their existence, distinguishing themselves from competitors, and establishing a recognizable and positive brand identity in the minds of potential customers. It involves creating a strong association between the brand and its products, building credibility and trust, and ensuring that the brand's name, logo, and values are widely recognized and understood by the target audience. In an increasingly saturated market with numerous established watch brands and new entrants, achieving brand awareness is crucial for attracting customers, driving sales, and establishing long-term brand loyalty. Without sufficient brand awareness, a watch brand may struggle to gain market share, compete effectively, and thrive in a highly competitive industry. Hence the present study made an attempt on analysis of brand preference of wrist watches in the suburban of Coimbatore

1.2 OBJECTIVES

- To study the brand awareness towards wrist watches in Sub Urban of Coimbatore
- To study the level of satisfaction towards usage of Sub Urban of Coimbatore
- To study the brand preference of wrist watches in the Sub Urban of Coimbatore

1.3 RESEARCH METHODOLOGY

The purpose of this study is to investigate the brand preference for wrist watches among consumers in suburban Coimbatore. The study aims to identify the factors influencing brand preference and analyse the differences in preferences across demographic variables such as age, gender, occupation, and income. By understanding consumer preferences, watch manufacturers and marketers can develop effective strategies to target specific segments and enhance their market position.

II. LITERATURE REVIEW:

(Kotler et al., 2020) Several factors influence brand preference for wrist watches. Quality, design, brand reputation, price, and perceived value are commonly cited as important determinants of consumer preferences. Studies have shown that consumers value reliability, durability, and aesthetics when choosing a wrist watch brand (Sengupta & Richard, 2018).

(Pham & Chen, 2020) Consumer behaviour plays a crucial role in shaping brand preference for wrist watches. Studies have revealed that consumer perceptions, emotions, and personal preferences significantly impact their choices. Social influences, such as peer recommendations and celebrity endorsements, also play a role in shaping consumer behaviour.

(Gupta & Singh, 2017) The wrist watch market in suburban Coimbatore is subject to various trends and dynamics. Local preferences, cultural influences, and lifestyle choices affect brand preference. Research has indicated that consumers in suburban areas often prioritize value for money and seek watches that align with their social status and personal style. The market may also be influenced by global trends in fashion and luxury.

(Pappu & Quester, 2016) Companies employ various branding strategies to influence consumer preferences. Brand positioning, differentiation, and communication strategies are commonly used to create a distinct identity and connect with consumers. Brand image and brand loyalty are crucial elements in establishing a strong position in the market.

(Chen & Xie, 2021) The advent of digital platforms has transformed consumer behavior and brand preferences in the wrist watch industry. Online reviews, social media, and e-commerce platforms have become influential sources of information and have reshaped the way consumers interact with brands. The convenience and accessibility of online shopping have also influenced brand preferences in suburban areas.

(Jin, 2015; Kim & Seo, 2017; Smith & Taylor, 2004) Several studies have highlighted various factors influencing brand preference for wrist watches. Product quality, brand reputation, design aesthetics, price, and perceived value have consistently emerged as significant determinants of brand preference. Additionally, factors such as social influence, personal style, brand image, and advertising have been found to impact consumer preferences.

(Chaudhuri & Majumdar, 2019; He & Balabanis, 2018) Understanding consumer behavior and decision-making processes is crucial to comprehend brand preferences. Studies have examined the role of demographics (age, gender, occupation, income) and psychographics (lifestyle, personality traits) in shaping consumer preferences for wrist

watches. Cultural factors, social status, and symbolic meanings associated with brands have also been explored (Godey et al., 2016; Kapferer, 2012).

(Jiang & Benbasat, 2017; Kaura & Dhir, 2020) An analysis of market trends and competitive dynamics provides insights into the wrist watch industry in suburban Coimbatore. Research has examined market segmentation, positioning strategies, and the competitive landscape of watch brands in the region (Anand & Santhanakrishnan, 2016; Ravi & Venkatesan, 2018). Studies have also focused on the influence of e-commerce, online reviews, and social media on brand preferences.

(Huang et al., 2019; Yadav & Sharma, 2018) Exploring the relationship between brand preference, brand loyalty, and customer satisfaction is vital for understanding long-term consumer behavior. Studies have investigated the impact of brand preference on brand loyalty and customer satisfaction in the wrist watch industry. Factors such as perceived value, brand trust, and post-purchase experiences have been found to significantly affect brand loyalty and satisfaction levels.

(Dawar & Parker, 1994) Demographic variables such as age, gender, occupation, and income can also impact brand preferences for wrist watches. Previous studies have indicated differences in preferences among demographic segments.

III. ANALYSIS AND INTERPRETATION:

HOW DO YOU KNOW ABOUT THE PRICING OF BRANDS IN WRIST WATCHES?

	Frequency	Percent
Valid Ad	28	25.0
Fam	29	25.9
Fri	21	18.8
SM	34	30.4
Total	112	100.0

INTERPRETATION:

Opinions on the pricing of brands in wrist watches vary among the population. A portion of individuals consider the prices to be affordable (25.0%) or fair (25.9%), while others find them to be high but reasonable for their friends (18.8%) or significantly marked up (30.4%).

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.678(a)	12	.000
Likelihood Ratio	28.135	12	.005
Linear-by-Linear Association	15.480	1	.000
N of Valid Cases	112		

a 14 cells (70.0%) have expected count less than 5. The minimum expected count is .04

INTERPRETATION:

- Chi-Square Tests: The Chi-Square tests are statistical tests used to examine the relationship between two categorical variables.
- Pearson Chi-Square: The value of the Pearson Chi-Square test statistic is 47.678, with 12 degrees of freedom. The associated p-value is 0.000, indicating a highly significant relationship between the preferred price range for wrist watches and annual income based on the Pearson Chi-Square test.
- Likelihood Ratio: The Likelihood Ratio test statistic value is 28.135, with 12 degrees of freedom. The associated p-value is 0.005, indicating a significant relationship between the preferred price range for wrist watches and annual income based on the Likelihood Ratio test.

- Linear-by-Linear Association: The Linear-by-Linear Association test examines the linear relationship between two ordinal variables. The test statistic value is 15.480, with 1 degree of freedom, and the associated p-value is 0.000. The results indicate a significant linear relationship between the preferred price range for wrist watches and annual income.

ANOVA

Did you currently own a watch?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.772	4	.693	3.962	.005
Within Groups	18.719	107	.175		
Total	21.491	111			

Did you currently own a watch?

	AGE	N	Subset for alpha = .05
Tukey 20 to 35 B(a,b)	34	1.18	2.00
35 to 45	34	1.18	
45 to 55	11	1.18	
below 20	30	1.40	
55 & above	3		

Means for groups in homogeneous subsets are displayed.

Uses Harmonic Mean Sample Size = 9.682.

The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

INTERPRETATION:

ANOVA: The table provides the results of an Analysis of Variance (ANOVA) for the variable "Did you currently own a watch?".

Between Groups:

Sum of Squares: The sum of squares between groups is 2.772.

Degrees of Freedom (df): There are 4 degrees of freedom associated with the between- groups variation.

Mean Square: The mean square is calculated by dividing the sum of squares by the degrees of freedom, resulting in a value of .693.

F-value: The F-value is 3.962.

Significance (Sig.): The associated p-value is .005, indicating a significant difference between the groups of individuals who currently own a watch and those who do not.

Within Groups:

Sum of Squares: The sum of squares within groups is 18.719.

Degrees of Freedom (df): There are 107 degrees of freedom associated with the within- groups variation.

Mean Square: The mean square is calculated by dividing the sum of squares by the degrees of freedom, resulting in a value of .175.

IV. FINDINGS

- The Majority of 30.4 % of the respondents are in the age group of 35-45
- The majority of 64% respondents are Female.
- The majority of 47.3% respondents are completed their UG degree
- The majority of 64% respondents income is less than 1L
- The majority of 48% respondents are frequently uses their watches

V. SUGGESTIONS

- Insights into the level of brand awareness among consumers in the suburban areas of Coimbatore regarding wrist watches.
- Identification of the most recognized and preferred wrist watch brands in the target market.
- Understanding of the key factors influencing brand awareness and purchase decisions related to wrist watches.
- Recommendations for watch manufacturers and retailers to enhance their brand awareness strategies and improve market positioning.
- Insights into the overall level of satisfaction among residents of the suburban areas of Coimbatore regarding their daily usage experiences.

VI. CONCLUSION

In conclusion, this study provides valuable insights into the preferences, satisfaction levels, and brand awareness of wristwatch consumers in suburban areas of Coimbatore. It highlights the need for watch manufacturers and retailers to focus on promoting the features and functionalities of watches, targeting women within the 35-45 age range, considering the preferences of consumers with higher education and lower income levels, and aligning marketing strategies with the preferences of the target market. Additionally, policymakers and local businesses should take into account the findings related to user satisfaction and consider improving infrastructure, services, transportation, and amenities in suburban areas to enhance the quality of life for residents. Age and Gender: The majority of respondents (30.4%) fall in the age group of 35-45, and 64% of the respondents are female. This suggests that there is a significant market opportunity in targeting women within the 35-45 age range for wrist watches.

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