A STUDY ON CONSUMER SATISFACTION IN FASTRACK SHOWROOM, TIRUPPUR

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ABSTRACT

Customer satisfaction is an indispensible component of the Marketing function and it can be simply defined the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. With many companies turning customer centric, customer satisfaction levels are measured and plans for its improvement are done by all most all the businesses. The focus of the present study is to gain knowledge about the different types of titan brand, factors influencing the consumers to prefer a particular brand and the problems faced by them on using such brands. For the purpose of obtaining the data, questionnaire method is used. Suitable tools have been exploited to obtain scientific evidence and further suggestions useful for the industry have also been presented. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals.

1. INTRODUCTION

Customer satisfaction (often abbreviated as **CSAT**, more correctly **CSat**) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in *Marketing Metrics* as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:"

1. "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

2. "Although sales or market share can indicate how well a firm is performing *currently*, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases *in the future*. Much research has focused on the relationship between customer satisfaction and

retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage."Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."

1.1.   IMPORTANCE   OF CUSTOMER SATISFACTION

1. It's a leading indicator of consumer repurchase intentions and loyalty

Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates. Any customers that give you a rating of 7 and above, can be considered satisfied, and you can safely expect them to come back and make repeat purchases. Customers who give you a rating of 9 or 10 are your potential customer advocates who you can leverage to become evangelists for your company.

Scores of 6 and below are warning signs that a customer is unhappy and at risk of leaving. These customers need to be put on a customer watch list and followed up so you can determine why their satisfaction is low.

That's why it's one of the leading metrics businesses use to measure consumer repurchase and customer loyalty.

2. It's a point of differentiation

In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.

Picture two businesses that offer the exact same product. If you had a recommendation for one business would that sway your opinion? Probably. So how does that recommendation originally start? More than likely it's on the back of a good customer experience. Companies who offer amazing customer experiences create environments where satisfaction is high and customer advocates are plenty.

This is an example of where customer satisfaction goes full circle. Not only can customer satisfaction help you keep a finger on the pulse of your existing customers, it can also act as a point of differentiation for new customers.

3. It reduces customer churn

An Accenture global customer satisfaction report (2008) found that price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service.

Customer satisfaction is the metric you can use to reduce customer churn. By measuring and tracking customer satisfaction you can put new processes in place to increase the overall quality of your customer service.

I recommend you put an emphasis on exceeding customer expectations and 'wowing' customers at every opportunity. Do that for six months, than measure customer satisfaction again. See whether your new initiatives have had a positive or negative impact on satisfaction.

2. INDUSTRAIL PROFILE

Introduction of titan watches industry

Titan Industries

Titan is the world's sixth largest wrist watch manufacturer and India's leading producer of watches under the Titan, Fastrack, Sonata, Nebula, RAGA, Regalia, Octane & Xylys brand names. It is a joint venture between one of India's most respected business organizations, the Tata Group, and the Tamil Nadu Industrial Development Corporation(TIDCO).

Its product portfolio includes watches, accessories and jewellery, in both contemporary and traditional designs. It exports watches to about 32 countries around the world with manufacturing facilities in Hosur, Dehradun, Goaand manufactures precious jewellery under the Tanishq brand name, making it India's only national jewellery brand. It is a subsidiary of the Tata Group.

Watch division

Titan watch division was started in 1987. At launch it was the third watch company in India after HMT and Allwyn. Titan formed a joint venture with Timex, which lasted until 1998, and setup astrong distribution network across India. As of 2010, Titan watches account for a 60% share of the total Indian market and are also sold in about 40 countries through marketing subsidiaries based inLondon,Aden,Dubaiand Singapore. Titan watches are sold in India through retail chains controlled by Titan Industries. Titan Industries has claimed to have manufactured the world's slimmest wrist watch –Titan Edge.

Produced indigenously after four years of research and development, the Titan Edge hasa total slimness of just 3.5 mm and a wafer thin movement of 1.15 mm. Apart from the TitanEdge, Titan also offers Steel, Regalia, Raga, Fastrack, Technology, Nebula, Bandhan, Sonata,Octane, special RHosur, Tamil Nadu. Fastrack is a popular brand among youth in India. Fastrack watches come in a variety of styles, shapes and colours. On 4 March, 2010,Titan Industries Announced the launch of its very first Titan flagship store is located at Opposite Shoppers Stop, Bandra Linking Road, Mumbai, India. Store is spread over a spacious 2,500 sq ft (230 m2) and houses more than 1500 watches on display from Titan like Purple, Automatics, Orion, Raga, Edge, Nebula, and many more.

3. REVIEW OF LIETRATURE

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Turel and Serenko (2004) studied validation of American Customer Satisfaction Model in mobile telecommunication sector and found that there is a positive association between perceived customer expectations, perceived quality, value and satisfaction and a negative link between satisfaction and customer complaints.

Pothas et al (2001) proposed an unconventional way of monitoring customer satisfaction based upon promoting the expressing of customer perceptions from the frame of reference of the customers, not from the frame of reference of the investigator.

Churchill, Jr. & Suprenant (1982) investigated whether it was necessary to include disconfirmation as van intervening variable affecting satisfaction as was commonly argued, or whether the effect of disconfirmation was adequately captured by expectation and perceived performance.

Ganesh et al (2000) note that investigations of overall satisfaction provide useful insights into the various customer groups, further exploration, of satisfaction with service dimensions provide a more detailed look into the factors that drive customer satisfaction in this project

Terblanche & Boshoff (2001) assessed the influence of certain factors on customer's level of satisfaction in their study. It has been found that service quality, product quality and product varieties are the three dimensions that influence customer satisfaction.

Fornell et al (1996) has introduced the American Customer Satisfaction Index (ACSI), a new type of customer-based measurement system for evaluating the performance of firms, industries, economic sectors and national economies. ACSI measures the quality of the goods and services as experienced by the customers. They found that customer satisfaction is determined by customization. Customer expectations and quality drives customer satisfaction that value or price.

Ching-chow Yang (2003) stated that customer satisfaction measurement highlights the strength and the area of improvement in the quality of product. Continuous improvement is considered one of the important quality activities for a firm to pursue the best quality for its products. Through the continuous improvement actions, the enterprise can increase customer satisfaction and raise profits.

4. DATA COLLECTION

Data collection done through interactions with customers

4.1. Research Instrument

A **questionnaire** is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents. The questionnaire was invented by the Statistical Society of London in 1838.

Although questionnaires are often designed for statistical analysis of the responses, this is not always the case.

Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data. However, such standardized answers may frustrate users. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. Thus, for some demographic groups conducting a survey by questionnaire may not be concrete.

4.2. RESEARCH TOOLS

This part of study is mainly focused on verifying main objectives of study. Researcher used **Chi square**, **simple percentage** and **graphs** as statistical tool for analysis of data

4.3. CONCEPTUALIZATION
Net Promoter Score (NPS)

The Net Promoter Score (NPS) measures the likeliness of a customer referring you to someone, and it's probably the most popular way of measuring customer loyalty. Customer are asked how likely they are to recommend you on a scale from 1 to 10.

The strength from this metric is that its question isn't about an emotion ("How satisfied am I?"), but about an intention ("How likely am I to refer?"), which is easier to answer. It cuts down to the question of whether the product is good enough to refer it and put your own reputation on the line.

Customer Effort Score (CES)

With this method, customers aren't asked for their satisfaction or likeliness of referring, but for the effort it took them to have their issue solved generally on a scale from 1 (very low effort) to 7 (very high effort).

Your aim is, of course, to lower this average score. According to CEB, 96% of customers with a high effort score showed reduced loyalty in the future, while that was the case with only 9% of those who reported low effort scores.

Social Media Monitoring

Social media has had an immense impact on the relationship between business and customer. Where before, a great or poor service experience would maybe be shared with the closest family and friends, social media offered an outlet and reach to potentially millions of people.

4.4. STATISTICAL ANALYSIS OF PRIMARY DATA

This part of study is mainly focused on verifying main objectives of study. Researcher used **Chi square**, **simple percentage** and **graphs** as statistical tool for analysis of data

4.5. PROFILE OF RESPONDENTS

The survey was conducted among employees in **FASTRACK SHOWROOM** Tiruppur.

The total population is above **1000 customers** the sample population of my study is **100 customers**

4.6. HYPOTHESIS

H0: There is no significance relationship between age and how satisfied are you with the helpfulness of the staff

H1: There is a significance relationship between age and how satisfied are you with the helpfulness of the staff.

5. INTERPRETATION

Descriptive approach is one of the most popular approaches in these days. In this approach, a problem is described by the researcher using questionnaire or schedule. This approach enables a researcher to expose new ideas or areas of investigation. Direct contact between respondents and researcher is brought through this descriptive approach

4.1

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
	male	53	53.0	53.0	53.0
Valid	female	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION

In the above specified table 53% respondents are specified male and 47% respondents are specified female. Based on the data most the customers are male


gender
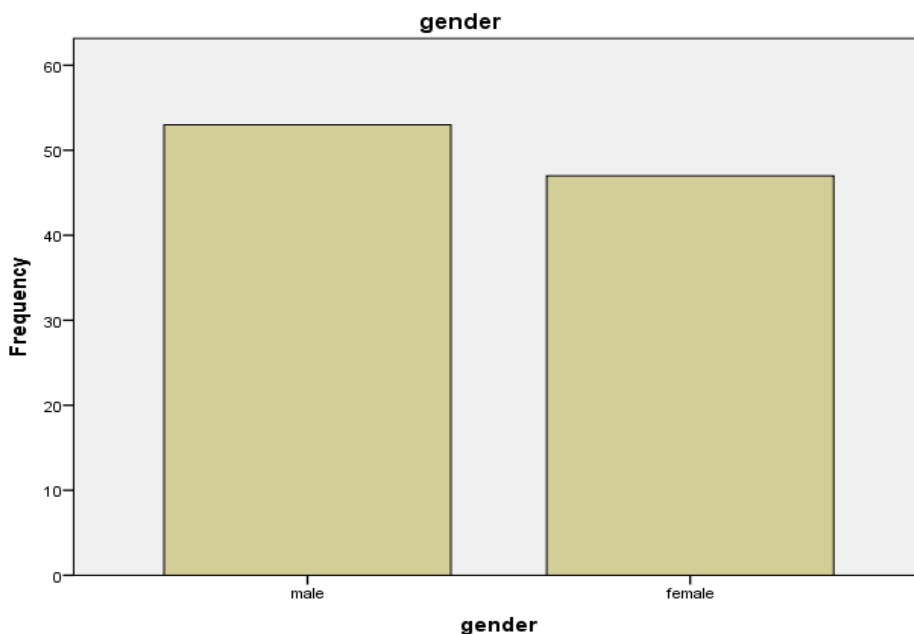
4.2

Age		Frequency	Percent	Valid Percent	Cumulative Percent
	19 to 29 years	38	38.0	38.0	38.0
Valid	30 to 39 years	49	49.0	49.0	87.0
	40 above	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION

In the above specified table, 38% respondents are belongs to 19 to 29 years of age, 49% respondents are belongs to 30 to 39 years of age, 13% respondents are belongs to above 40 years of age.

age
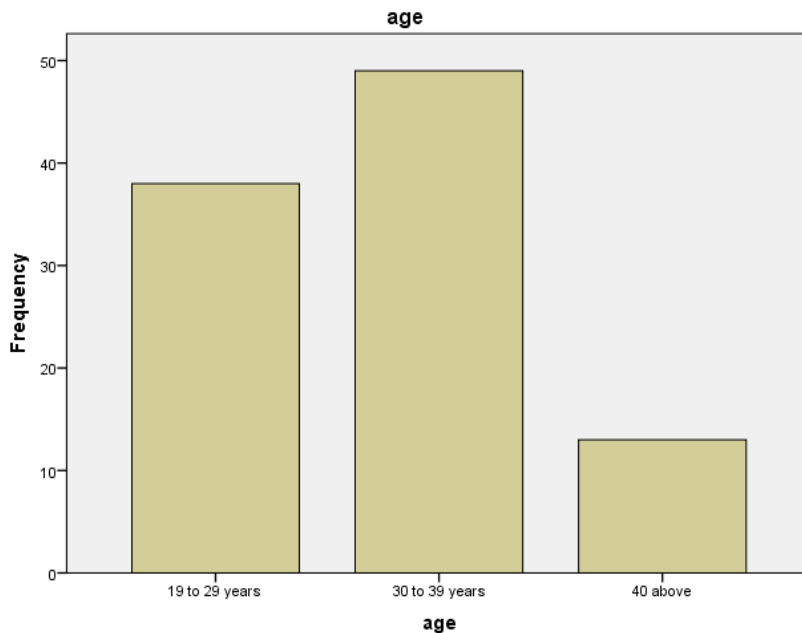
6. CONCLUSION

On the growing influence of globalization on the Indian watch industry, a number of global manufacturers are coming into the Indian watch industry. In such a dynamic environment Fastrack need to be more quality conscious since the products offered are almost similar by all the watch manufacturers in the industry. Fastrack needs to take serious efforts to make itself competitive and stable in the dynamic market situation by focusing on the service quality aspects. Gaining and maintaining consumer preference is a battle that is never really won. Continued and consistent branding initiatives that reinforce the consumer's purchase decision will, over time, land the product in consumer preference sets. Attaining and sustaining preference is an important step on the road to gaining brand loyalty. Most of the consumers prefer Fastrack watches due to its strong brand image, and the main factor forcing the customers to buy Fastrack watch is advertisements through the print and electronic media.

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