



A Study on Customer Satisfaction Towards Fastrack Watches

KEYWORDS

Satisfaction, Customer, Organisation

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ABSTRACT Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. The study has been conducted in Chennai. The objective is to study on the level of satisfaction among the customers and to evaluate the customer's opinion towards the fastrack watches and suggest some improvements that can be helpful for the development of the organization. The research design adopted for this study is descriptive design. Data contains primary data and secondary data. Analysis is done on various perspective such as customer's perceptions, expectation of the customer's, opinion regarding the fastrack watches.

INTRODUCTION:-

Customer satisfaction has become one of many important objectives set for product services. The satisfaction survey is becoming the primary tool of assessing this aspect of customer care. Customer satisfaction surveys provide a "snapshot of customers' opinions" of one's product. One of the major goals of organizations is that customers and families will be highly satisfied with their entire experience in their customer visit. An organization's purpose is to measure, analyze, and report the degree to which they are meeting this goal within their organization.

OBJECTIVES OF THE STUDY:

- To study the customer satisfaction towards Fastrack Watches
- To study the factors influencing the satisfaction level
- To suggest the measures to improve the satisfaction level of customers

COMPANY PROFILE

Fastrack was launched in 1998 as a sub-brand of Titan. It was spun off as an independent brand of watches targeting the urban youth in 2005. Since then, it has carved a niche for itself with designs that were refreshingly different and affordable. During that time, Fastrack also extended its footprint into eye gear and in the last 4 years has quickly notched up the title of being the largest sunglass brand in the country.

REVIEW OF LITERATURE

Customer satisfaction process (adopted from (Engel, Blackwell et al. 1995), p. 143-154, 177). According to the model, the customer decision-making process comprises a need-satisfying behaviour and a wide range of motivating and influencing factors.

Customer satisfaction has been a popular topic in marketing practice and academic research since Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition (Giese and Cote, 2000). Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service (Gundersen, Heide and Olsson, 1996). It is the result of an evaluative process that contrasts preper-

chase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980).

DATA ANALYSIS AND INTERPRETATION:-

Table 1 :- Table showing satisfactory level of user regarding fastrack watches

S.No	PARTICULARS	NUMBER OF RESPONDENT	PERCENTAGE
1	Highly satisfied	51	51
2	Satisfied	40	40
3	dissatisfied	7	7
4	Highly dissatisfied	2	2
		100	100

The analysis provide that 51% of the user are highly satisfied with the fastrack watches. 40% of the users are satisfied. 7% of the users are dissatisfied. And 2% of the people are highly dissatisfied.

Table 2 :- Table showing satisfactory level of user regarding Quality of fastrack

S.No	PARTICULARS	NUMBER OF RESPONDENT	PERCENTAGE
1	Highly satisfied	45	45
2	Satisfied	40	40
3	dissatisfied	10	10
4	Highly dissatisfied	5	5
		100	100

The analysis provide that 45% of the user are highly satisfied with the quality of fastrack watches. 40% of the users are satisfied. 10% of the users are dissatisfied. And 5% of the people are highly dissatisfied.

FINDINGS

1. It is founded that fastrack is one of the preferable brand among both the genders as the industry provide watches with better design to both of them.
2. The price is also in an affordable way as most are preferring in the range of 1500 – 3000.
3. It is found that maximum price range of fastrack watch does not exit 4000.
4. It is found that customers put priority on product safety, quality, Design, cost worthiness and willingness to buy and brand..

SUGGESTIONS

1. The people are suggesting that the company should stick to the quality
2. As though people are highly satisfied with the fastrack watches they have given suggestions for improvement that consist of introducing more varieties and reducing the cost. This makes the people to increase their purchasing power and increase their interest towards fastrack.

CONCLUSION:-

Customer satisfaction has a more stochastic character in the early stages. This gives managers the opportunity to influence the satisfaction judgment to a greater extent in the early stages because the satisfaction has not been crystallized. Thus, achieving customer satisfaction involves not merely disconfirmation judgments but a subjective, affective component as well. This point is particularly important when companies are in the early stages of establishing a relationship with a customer.

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