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An Analysis On Customer Perception And Satisfaction Towards Zimson Watches

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ABSTRACT:

This study analyzes customer satisfaction and perception towards Zimson Watches, focusing on key factors such as product quality, design, pricing, and after-sales service. With growing competition in the watch industry, understanding these factors is essential for Zimson's strategic positioning. The research reveals that age and income significantly influence customer perception, while residential status does not. Higher satisfaction is linked to perceptions of quality and value, while dissatisfaction often stems from pricing concerns and service issues. The findings suggest that Zimson should adopt targeted marketing strategies based on age and income segments, emphasizing premium quality for higher-income groups and value-oriented offerings for budget-conscious customers. By aligning its product and marketing strategies with customer expectations, Zimson Watches can enhance customer loyalty and strengthen its market presence.

KEYWORDS:

Customer Satisfaction, Quality, Design, Pricing, Consumer Perception.

INTRODUCTION:

In today's competitive watch industry, consumer satisfaction and perception are pivotal to a brand's success and sustainability. Zimson Watches, known for its diverse range of timepieces, continually adapts to varying customer preferences in design, quality, functionality, and pricing. With the rapid growth of e-commerce and intensifying competition from both global and local brands, it is essential to assess how customers perceive Zimson Watches and whether their expectations align with the brand's offerings.

Customer Satisfaction

Customer satisfaction reflects the overall experience buyers have with a product. For Zimson Watches, this encompasses several factors:

- **Quality and Performance:** Consumers expect watches to be durable, accurate, and reliable. Issues such as battery life, water resistance, or mechanical defects can significantly affect satisfaction.
- **Design and Aesthetics:** Beyond functionality, watches are fashion statements. The style, material, and overall appearance play a crucial role in influencing purchase decisions.
- **Pricing and Value:** The balance between quality and price determines whether customers see Zimson Watches as offering good value for money.
- **After-Sales Service:** Timely assistance for repairs, replacements, and inquiries strengthens customer loyalty and encourages repeat business.

A high level of satisfaction leads to brand loyalty, positive word-of-mouth, and increased repeat purchases. Conversely, dissatisfaction may result in negative reviews, reduced retention, and loss of

market share. Thus, understanding and measuring customer satisfaction is vital for Zimson Watches to identify strengths and areas needing improvement.

Customer Perception

Customer perception is shaped by several factors beyond the immediate product experience:

- **Brand Identity and Reputation:** How customers view Zimson's heritage, reliability, and uniqueness directly impacts their willingness to purchase.
- **Competitive Positioning:** Whether the brand is seen as a luxury, mid-range, or budget-friendly option influences consumer choices in a crowded market.
- **Marketing and Communication:** Effective advertising, social media presence, and influencer endorsements play key roles in moulding public perception. Positive testimonials and online reviews further enhance the brand image.
- **Customer Feedback:** The insights gathered from customer reviews help the brand understand public sentiment and adjust strategies accordingly.

When customers perceive Zimson Watches as premium, stylish, and reliable, they are more likely to choose it over competitors. A misalignment between customer expectations and the brand message, however, can weaken market positioning and impact sales.

Integrating Satisfaction and Perception for Strategic Advantage

By examining both customer satisfaction and perception, Zimson Watches can gain comprehensive insights into its market performance. Evaluating satisfaction provides actionable data on product performance and after-sales support, while understanding perception informs marketing strategies and brand positioning. This dual approach enables the brand to refine product offerings, adjust pricing strategies, and enhance customer engagement.

The insights derived from this analysis will not only help in building a loyal customer base but also support strategic decisions to fortify Zimson Watches' competitive edge in the market. In an environment where consumer choices are influenced by both tangible product qualities and the intangibles of brand image, a deep understanding of these dimensions is essential for long-term success.

OBJECTIVES OF THE STUDY:

- ✓ Understanding customer perceptions of Zimson's brand identity and market position.
- ✓ Identifying customer preferences for specific features, styles, and price segments of Zimson watches.

SCOPE OF THE STUDY:

Zimson Watches have become an integral part of modern luxury and lifestyle, offering a combination of aesthetic appeal and functionality. The brand provides users with a sense of satisfaction through its high-quality craftsmanship and design, along with its exceptional durability and precision. As a luxury timepiece, Zimson watches fulfil both practical and emotional needs, acting as a symbol of elegance while offering reliable performance.

This multi-faceted appeal can significantly impact customer satisfaction and their intention to continue purchasing Zimson products. Moreover, To maintain its position, Zimson must understand and address these factors, ensuring customer satisfaction and loyalty remain strong. By continuously refining its product offerings, enhancing the in-store and online shopping experience, and focusing on delivering unmatched service, Zimson can adapt to this changing landscape and sustain its competitive edge.

LIMITATIONS OF THE STUDY:

- × The study has been limited to only consumers in Coimbatore district.
- × As the study is based on the questionnaire, the results vary according to the opinion of the respondents.
- × Due to time constraints, the number of respondents was limited to 385 for an infinite population, which may still introduce some bias in the information.

METHODOLOGY OF THE STUDY:

Research methodology is a systematic way to solve research problem. It may be understood as a science of studying how research is done scientifically. Research refers to search for knowledge. The pattern in which a research is carried out to arrive at a conclusion or to find new relationship with a particular frame work is called 'research methodology'. Research Methodology also refers to the various sequences and steps to be adopted by a researcher to study a problem with certain objective in view.

Period of study: The survey to know the preference of Zimson watches among the respondents in Coimbatore district. And the study covers the period for four months (November 2024 to February, 2025).

Area of the study: The Area of the study is undertaken among the respondents in Coimbatore districts.

Sampling Technique: Simple Random sampling technique is used to collect primary data from the respondents.

Sample Size: The Sample size of the study is 385 respondents.

LITERATURE REVIEW:

Ms. Pavithra Gopinath and Mr. Harish. M (2023) conducted a study on consumer satisfaction with Fastrack watches in Coimbatore City. The research focused on aspects like brand image, affordability, and product quality. The findings showed that the affordable pricing and trendy designs of Fastrack watches contributed positively to consumer satisfaction, whereas durability and service quality were identified as areas for improvement. The study emphasized the importance of enhancing product quality and after-sales support to maintain customer loyalty.

Dr. Ramesh Chandrahasa and Ms. K.H. Renuka (2022) conducted a study focusing on customer satisfaction with Titan watches. Their research explored key factors influencing satisfaction, such as design, durability, price, and after-sales service. The findings revealed that the majority of customers were satisfied with the quality and design of Titan watches, although price and service availability were identified as areas needing improvement. The study emphasized the importance of maintaining quality and expanding service networks to enhance customer satisfaction.

Mr. Krishnakumar and Dr. B. Mereceline Anitha (2020) examined customer perception of Fastrack watches in Coimbatore City. They analyzed factors such as brand image, affordability, and style that influence customer preferences. The study found that the majority of customers perceive Fastrack as a trendy and affordable brand targeting young consumers. However, it also highlighted the need for improvements in durability and after-sales service to strengthen brand loyalty.

Dr. S. Suguna and Gnana Sekar. A (2020) analyzed customer satisfaction with Titan watches in Coimbatore City, focusing on factors like design, price, and service quality. The findings revealed that design and after-sales service significantly influenced customer satisfaction, while pricing was a moderate concern. The study recommended improving promotional activities and offering flexible pricing to attract a broader customer base.

Dr. M. Arumugam (2019) explored customer opinions on Titan watches in Paramakudi Taluk, focusing on aspects like design, reliability, and pricing. The study indicated that design and reliability were the most appreciated features, while pricing was seen as a barrier for some customers. The research suggested that offering competitive pricing and enhancing promotional strategies could further boost customer satisfaction and brand preference.

ANALYSIS:

TABLE 1: DEMOGRAPHICS

Variable		No. of Respondents	Percentage
Gender	Male	212	55.1%
	Female	173	44.9%
Education Qualification	Illiterate	25	6.5%
	School level	77	20.0%
	UG	101	26.2%
	PG	182	47.3%
Monthly Income	Rs. 10,000 – Rs. 20,000	89	23.1%
	Rs. 20,000 – Rs. 30,000	54	14.0%
	Rs. 30,000 – Rs. 40,000	62	16.1%
	Above Rs. 40,000	47	12.2%
	None	133	34.5%
	18 - 22	148	38.4%

Age	23 – 29	127	33.0%
	30 – 40	82	21.3%
	40 – 50	19	4.9%
	Above 50 years	9	2.3%
Occupation	Rural	225	58.4%
	Urban	83	21.6%
	Semi-Urban	77	20.0%
	Student	141	36.6%
	Private sector employee	56	14.5%
	Government employee	32	8.3%
	Business(entrepreneur)	82	21.3%
	Professionals	74	19.2%

INTREPRETATION:

The demographic data reveals a slightly male-dominated sample (55.1% male, 44.9% female) with a well-educated population, as nearly half hold postgraduate degrees (47.3%) and a significant portion are undergraduates (26.2%). Income levels are modest, with 34.5% reporting no income, likely due to the high proportion of students (36.6%). Most earners fall within the lower to middle-income brackets, and only 12.2% earn above Rs. 40,000 per month. The sample is predominantly young, with over 70% aged between 18 and 29 years. Additionally, there is a strong rural representation (58.4%), with the rest from urban (21.6%) and semi-urban areas (20.0%). Occupation-wise, the respondents include private sector employees, government employees, entrepreneurs, and professionals, indicating diverse backgrounds. Overall, the sample's youthfulness, education level, and rural dominance might significantly influence the study's findings.

Table 2: RELATIONSHIP BETWEEN AGE AND PERCEPTION FROM THE RESPONDENTS

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1342.918 ^a	340	.000
Likelihood Ratio	908.244	340	.000
Linear-by-Linear Association	12.222	1	.000
N of Valid Cases	384		

INTREPRETATION:

The results indicate a statistically significant relationship between the two categorical variables. The Pearson Chi-Square (1342.918, $p = .000$) and Likelihood Ratio (908.244, $p = .000$) tests both show strong evidence of association. The Linear-by-Linear Association (12.222, $p = .000$) suggests a significant linear trend between the variables. With 384 valid cases, the data strongly supports that the variables are related.

Table 3: DIFFERENCE BETWEEN RESIDENTAL STATUS AND PERCEPTION TOWARDS ZIMSON WATCHES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.384	2	22.192	.538	.584
Within Groups	15702.662	381	41.214		
Total	15747.046	383			

INTREPRETATION:

The ANOVA results indicate that there is no statistically significant difference between groups, as the F-value is 0.538 with a p-value of 0.584 ($p > 0.05$). The Between Groups Sum of Squares (44.384) is relatively small compared to the Within Groups Sum of Squares (15,702.662), suggesting that most of the variance is within the groups rather than between them. Since the significance level is greater than 0.05, we fail to reject the null hypothesis, meaning there is no significant difference in respondents' perceptions based on the examined factor.

Table 4: DIFFERENCE BETWEEN INCOME AND PERCEPTION TOWARD ZIMSON WATCHES

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2596.823	4	649.206	18.711	.000
Within Groups	13150.223	379	34.697		
Total	15747.046	383			

INTREPRETATION:

The ANOVA results ($F = 18.711$, $p = .000$) indicate a statistically significant difference in perception towards Zimson watches based on income levels. The Between Groups Mean Square (649.206) is substantially higher than the Within Groups Mean Square (34.697), suggesting that income plays a crucial role in shaping respondents' perceptions. Since $p < 0.05$, we reject the null hypothesis, confirming that perception towards Zimson watches varies significantly across different income groups. This highlights the need for income-based market segmentation and tailored marketing strategies.

FRIEDMAN RANK TEST ANALYSIS:

Table 5: RANK THE FACTORS INFLUENCING THE OVERALL QUALITY OF YOUR ZIMSON WATCH

RANKS			
S. No.	FACTORS	MEAN RANK	RANK
1	Design	2.28	VII
2	Durability	3.18	III
3	Water Resistance	3.59	I
4	Performance	2.69	VI
5	Comfort	3.25	II
6	Style	3.15	IV
7	Aesthetics	2.86	V
8	Accuracy	2.26	VIII
9	Price	1.73	IX

INTERPRETATION:

The table represents the ranking of factors influencing the purchasing behavior of respondents' shows that Water Resistance (Rank I, Mean 3.59) is the most important factor, indicating that buyers highly value a watch's ability to withstand water exposure. Comfort (Rank II, Mean 3.25) and Durability (Rank III, Mean 3.18) follow closely, highlighting the significance of wearability and longevity. Style (Rank IV, Mean 3.15) and Aesthetics (Rank V, Mean 2.86) are also important considerations, emphasizing the role of design appeal. Factors like Performance (Rank VI, Mean 2.69) and Design (Rank VII, Mean 2.28) rank moderately, while Accuracy (Rank VIII, Mean 2.26) and Price (Rank IX, Mean 1.73) are ranked lowest, suggesting that buyers prioritize features and appearance over pricing and precision when selecting a Zimson watch.

FINDINGS

The demographic analysis reveals a slightly male-dominated sample with a predominantly young and well-educated population, as over 70% are aged 18–29 years and nearly half hold postgraduate degrees. A significant portion (34.5%) reported no income, likely due to a large student population (36.6%), and most respondents reside in rural areas (58.4%).

The Pearson Chi-Square and Likelihood Ratio tests indicate a statistically significant relationship between age and perception towards Zimson watches, while the ANOVA results show no significant difference in perceptions based on residential status, suggesting uniform perceptions across different regions.

However, income significantly influences perceptions, with higher income groups showing more positive views, highlighting the importance of income-based market segmentation. The Friedman Rank Test identifies water resistance, comfort, and durability as the top factors influencing purchase decisions, while price and accuracy are the least influential, suggesting that Zimson should focus on enhancing functional and artistic features rather than competing on cost or precision.

These findings imply that a consistent marketing approach focusing on product features and income-based segmentation could effectively appeal to Zimson's target audience.

SUGGESTIONS

Develop distinct marketing strategies targeting different income groups, with premium features for higher-income customers and value-oriented options for budget-conscious buyers. Focus on Functional Features: Emphasize water resistance, comfort, and durability in marketing campaigns, as these are the most valued attributes.

Investing in technology and materials to enhance these features could boost satisfaction. Address concerns about service quality by enhancing repair services, simplifying warranty processes, and providing timely customer support.

Given the significant young and rural customer base, Zimson could design collections that appeal to younger tastes and expand its distribution channels in rural areas. Strengthen brand image through endorsements, user testimonials, and strategic partnerships, focusing on reliability and style to attract diverse customer segments.

Since price is the least influential factor, Zimson can afford to maintain or increase prices slightly if it ensures perceived value through enhanced quality and features.

CONCLUSION:

The study reveals that customer satisfaction with Zimson Watches is strongly influenced by functional features like water resistance, comfort, and durability, while price and accuracy play minor roles. Income significantly impacts customer perception, suggesting the need for targeted marketing strategies. Despite a uniform perception across different residential statuses, the brand's appeal to a young and educated demographic in rural areas highlights the potential for tailored campaigns focusing on durability and style. By prioritizing product quality, enhancing after-sales service, and adopting income-based segmentation, Zimson Watches can improve customer satisfaction and strengthen its market position.

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