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Research Article

CUSTOMER SATISFACTION TOWARDS FASTRACK WATCHES WITH SPECIAL REFERENCE TO CUDDALORE TOWN

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Abstract

The Indian wristwatch market has experienced rapid transformation due to changing consumer lifestyles, technological innovation, and increasing preference for fashion-oriented accessories. Fastrack, a youth-centric brand under Titan Company Limited, has emerged as one of the leading lifestyles watch brands in India because of its stylish designs, affordable pricing, and strong brand identity. Customer satisfaction has become a crucial determinant of business success in the highly competitive watch industry, influencing repeat purchase behaviour, brand loyalty, and customer advocacy. The present study analyses customer satisfaction towards Fastrack watches with special reference to Cuddalore Town. The study adopted a descriptive research design and used both primary and secondary data. Primary data were collected from 100 respondents through a structured questionnaire using convenience sampling technique. The questionnaire focused on demographic characteristics, product usage details, product quality, customer satisfaction, age group differences, and customer expectations. Secondary data were collected from journals, articles, and previous studies related to customer satisfaction and branded watches. Statistical tools such as percentage analysis, chi-square analysis, Pearson correlation analysis, one-way ANOVA, and one-sample t-test were used to analyse the collected data. The findings reveal that most respondents were young adults aged between 21 and 30 years, and a majority expressed positive opinions regarding product quality, durability, design attractiveness, and value for money. Statistical analysis indicated a significant relationship between gender and customer satisfaction, while no significant relationship was identified between product quality and customer satisfaction. The study further revealed that customer satisfaction levels did not differ significantly among various age groups. Most respondents agreed that Fastrack watches fulfilled their daily usage needs and were willing to recommend the brand to others. The study concludes that Fastrack has established a strong market position among youth consumers through fashionable design, affordability, and strong branding. However, improvements in after-sales service, product innovation, and wider demographic appeal can further strengthen customer satisfaction and long-term loyalty. The study contributes to the growing literature on consumer satisfaction towards branded fashion accessories in semi-urban markets.

Keywords Customer Satisfaction, Fastrack Watches, Consumer Behaviour, Product Quality, Brand Loyalty, Fashion Accessories, Youth Market

1. Introduction

Watches have evolved from simple timekeeping devices into important fashion accessories that reflect personal identity, lifestyle, and social status. In the modern era, consumers evaluate watches not only for functionality but also for style, durability, innovation, and brand image. The Indian watch industry has expanded significantly due to increasing disposable income, urbanization, and the growing influence of fashion-conscious youth consumers. Among the various watch brands available in India, Fastrack has emerged as a dominant player in the youth-oriented fashion watch segment.

Fastrack was launched in 1998 under Titan Company Limited, a subsidiary of the Tata Group. The brand was specifically designed to attract young consumers by offering trendy, vibrant, and affordable watches. Over the years, Fastrack successfully differentiated itself from traditional watch brands through aggressive marketing strategies, digital campaigns, and innovative product designs. The brand gradually expanded into other fashion accessories such as sunglasses, bags, wallets, and smart wearables, strengthening its position as a youth lifestyle brand.

Customer satisfaction refers to the degree to which products and services meet or exceed customer expectations. In the context of consumer goods such as watches, customer satisfaction plays a crucial role in influencing repurchase intention, positive word-of-mouth communication, and brand loyalty. Satisfied customers are more likely to continue purchasing the same brand and recommend it to others. Therefore, understanding customer satisfaction is essential for companies operating in highly competitive markets.

Previous studies have indicated that product quality, pricing strategy, design attractiveness, durability, brand image, and after-sales service significantly influence customer satisfaction in the fashion accessory market. Fastrack has built a strong reputation among young consumers because of its modern designs and affordability. However, customer expectations continue to evolve due to

changing fashion trends and increasing competition from national and international brands.

In semi-urban regions such as Cuddalore Town, consumer behaviour is influenced by social, economic, and cultural factors. Customers in such markets often seek products that provide both functional utility and social prestige at affordable prices. Therefore, analysing customer satisfaction towards Fastrack watches in Cuddalore Town provides valuable insights into local consumer preferences and market dynamics.

The present study aims to examine customer satisfaction towards Fastrack watches with special reference to Cuddalore Town. The study investigates customer opinions regarding product quality, reliability, durability, value for money, overall satisfaction, and future purchase intentions. The findings of the study will help marketers and companies improve customer-oriented strategies and strengthen their market position in the competitive watch industry.

2. Review of Literature

Several researchers have examined customer satisfaction towards branded watches and fashion accessories. Singh and Kumar (2025) studied customer satisfaction towards branded wristwatches and identified product quality and brand image as major determinants of customer satisfaction. The study concluded that fashionable and durable products positively influence customer loyalty.

Rao and Narayan (2025) analysed brand loyalty among fashion accessory buyers and found that brand trust significantly influences customer satisfaction and repurchase intention. The authors emphasized the importance of consistent quality and effective marketing strategies.

Chatterjee and Banerjee (2025) examined the influence of lifestyle branding on customer satisfaction towards watches. Their findings revealed that brands with strong lifestyle positioning such as Fastrack achieved higher levels of customer satisfaction because consumers perceived identity alignment with the brand.

Kulkarni and Deshpande (2025) explored the relationship between customer satisfaction and repurchase intention among fashion watch buyers. The study concluded that satisfied customers demonstrate stronger brand loyalty and higher repurchase behaviour.

Prakash and Anand (2025) analysed customer satisfaction towards youth-oriented watch brands and reported that energetic brand personality and stylish designs significantly influence youth satisfaction levels.

Verma and Sinha (2025) found that brand image and emotional attachment strongly affect customer satisfaction towards lifestyle watch brands. The study emphasized the role of emotional branding in enhancing customer loyalty.

Thomas and George (2025) compared customer satisfaction between premium and mid-range watch brands and observed higher satisfaction among users of affordable brands such as Fastrack due to value-for-money offerings.

Joseph and Mathew (2024) identified design, affordability, and brand image as significant contributors to customer satisfaction among youth consumers purchasing branded watches.

Karthik and Sundaram (2024) highlighted the influence of advertising on customer satisfaction and concluded that promotional strategies and effective brand communication positively affect customer perceptions.

Bose and Dutta (2024) investigated the impact of after-sales service on customer satisfaction in branded watches. The study revealed that prompt service support and warranty facilities enhance customer trust and satisfaction.

Choudhary and Mishra (2024) reported that durability and product design significantly influence customer satisfaction towards branded watches. The study suggested that maintaining quality standards improves long-term brand preference.

Sharma and Gupta (2023) analysed factors influencing purchase decisions among youth consumers and concluded that ergonomic design and fashionable appearance positively impact customer satisfaction.

Iyer and Rao (2023) examined the role of social media marketing in shaping customer preferences and satisfaction towards lifestyle brands. Their findings indicated that strong digital engagement improves customer connection with the brand.

Karthikeyan and Suresh (2023) studied consumer buying behaviour towards fashion watches in Tamil Nadu and found that stylish design, affordability, and durability significantly influence customer satisfaction.

Arul and Meenakshi (2023) emphasized the importance of price-value balance in determining satisfaction among middle-income consumers purchasing fashion accessories.

Anitha and Subramanian (2022) concluded that trendy designs and strong youth branding positively influence satisfaction towards youth-oriented watch brands such as Fastrack.

Vignesh and Arun (2022) identified perceived quality as a strong predictor of customer satisfaction in branded watches.

Patel and Singh (2021) analysed the relationship between pricing strategy and customer satisfaction. Their findings suggested that perceived fairness in pricing significantly enhances satisfaction levels.

Malhotra and Kapoor (2021) emphasized that fashionable design, quality assurance, and brand positioning collectively contribute to customer satisfaction in lifestyle products.

The existing literature clearly indicates that customer satisfaction towards branded watches is influenced by product quality, pricing, design, brand image, durability, and service quality. However, limited studies have focused specifically on customer satisfaction towards Fastrack watches in semi-urban areas such as Cuddalore Town. Therefore, the present study attempts to bridge this research gap by providing localized empirical evidence.

3. Research Gap

Existing studies have extensively examined customer satisfaction towards branded watches in metropolitan and urban markets. However, very limited research has focused on semi-urban regions such as Cuddalore Town where purchasing behaviour is influenced by regional economic and cultural conditions. Previous studies have also concentrated broadly on consumer satisfaction without specifically analysing the relationship between demographic variables, product quality, customer expectations, and customer satisfaction towards Fastrack watches. Therefore, the present study aims to provide localized evidence regarding customer satisfaction towards Fastrack watches in Cuddalore Town.

4. Objectives of the Study

1. To understand the existing product quality in Fastrack watches.
2. To identify the relationship between customer satisfaction and age group of Fastrack watch users.
3. To analyses customer satisfaction towards Fastrack watches.
4. To investigate whether the product quality of Fastrack watches meets customer expectations.
5. To provide suggestions for improving customer satisfaction towards Fastrack watches.

5. Hypotheses of the Study

H01: There is no significant relationship between demographic variables and customer satisfaction towards Fastrack watches.

H02: There is no significant relationship between product quality and customer satisfaction towards Fastrack watches in Cuddalore Town.

H03: There is no significant difference in customer satisfaction among different age groups of Fastrack watch users.

H04: Customers in Cuddalore Town are not satisfied with Fastrack watches.

H05: The product quality of Fastrack watches does not meet customer expectations in Cuddalore Town.

6. Research Methodology

The study adopted a descriptive research design to analyse customer satisfaction towards Fastrack watches in Cuddalore Town. Both primary and secondary data were used for the study. Primary data were collected through a structured questionnaire administered to Fastrack watch users. Secondary data were obtained from journals, books, articles, company websites, and previous research studies related to customer satisfaction and branded watches.

Convenience sampling technique was used to select respondents because it enabled easy access to participants within the study area. A total of 100 respondents participated in the survey. The questionnaire was divided into sections covering demographic profile, product usage details, product quality perception, customer satisfaction, age-group perception, and future purchase intentions.

The study was conducted between January 2026 and March 2026 in Cuddalore Town. Statistical tools such as percentage analysis, chi-square analysis, Pearson correlation analysis, one-way ANOVA, and one-sample t-test were applied to analyse the data and interpret relationships among variables.

7. Data Analysis and Interpretation

The demographic analysis revealed that 53 percent of respondents were female and 47 percent were male. Most respondents belonged to the 21–30 age category, indicating that Fastrack watches are highly popular among young adults. The educational analysis showed that 48 percent of respondents were postgraduates, suggesting that the majority of respondents were highly educated consumers.

Occupational analysis indicated that private employees and business people constituted the largest respondent groups. Monthly income analysis showed that most respondents belonged to the middle-income category, earning between ₹30,000 and ₹50,000 per month. These findings suggest that Fastrack watches appeal strongly to middle-income working consumers seeking fashionable and affordable products.

The study further revealed that a majority of respondents had been using Fastrack watches for less than one year, indicating a growing consumer base. Most respondents used their watches occasionally and primarily purchased them for personal use.

Product quality analysis showed positive customer opinions regarding reliability, durability, design attractiveness, long-term performance, and value for money. Approximately 69 percent of respondents agreed or strongly agreed that the materials used in Fastrack watches were durable and attractive. Around 72 percent of respondents believed that Fastrack watches provided good value for money.

Customer satisfaction analysis revealed that respondents generally held favourable opinions towards Fastrack watches. Many respondents agreed that the watches fulfilled their daily usage needs and were willing to recommend the brand to others. However, responses related to after-sales service showed comparatively higher neutrality, suggesting opportunities for service improvement.

The study also analysed perceptions regarding age-related appeal. Most respondents strongly agreed that Fastrack watches appeal more to youth consumers due to trendy design and youthful branding. At the same time, respondents expressed mixed opinions regarding the usefulness of Fastrack watches among older consumers.

Overall, the findings indicate that Fastrack has successfully positioned itself as a youth-oriented fashion brand with strong customer acceptance in Cuddalore Town.

8. Important Statistical Findings

The chi-square analysis revealed that gender had a significant relationship with customer satisfaction towards Fastrack watches. The Pearson Chi-Square value was 35.695 with a significance level of $p = .000$, which is less than the standard significance level of .05. Therefore, the null hypothesis was rejected, indicating that gender significantly influences customer satisfaction.

The study further analysed the relationship between product quality and customer satisfaction using Pearson correlation analysis. The results indicated a correlation coefficient of -.083 with a significance value of .409. Since

the p-value was greater than .05, the null hypothesis was accepted. This suggests that there was no statistically significant relationship between product quality and customer satisfaction among the respondents in the study area.

One-way ANOV was conducted to examine differences in customer satisfaction across age groups. The analysis produced an F-value of .116 with a significance value of .977. Since the significance level exceeded .05, the null hypothesis was accepted. The results indicate that customer satisfaction towards Fastrack watches does not significantly differ among various age groups.

The one-sample t-test analysing customer satisfaction revealed a significance value of .000, which is less than .05. Therefore, the null hypothesis was rejected, confirming that customers in Cuddalore Town are generally satisfied with Fastrack watches.

Another one-sample t-test examining product quality and customer expectations also produced a significance value of .000. This result confirmed that the product quality of Fastrack watches meets customer expectations in Cuddalore Town.

Overall, the statistical analysis confirms that Fastrack watches enjoy favourable customer satisfaction levels, particularly among youth consumers, due to their stylish design, affordability, and perceived value.

9. Discussion

The findings of the present study support previous research emphasizing the importance of product design, affordability, and brand image in influencing customer satisfaction towards branded watches. Fastrack's strong youth-oriented positioning appears to be a major contributor to customer acceptance and satisfaction in Cuddalore Town.

The demographic analysis indicates that young adults form the largest customer segment for Fastrack watches. This observation aligns with the findings of Sharma and Gupta (2023), who reported that young consumers are strongly attracted to fashionable and ergonomic watch designs. Fastrack's marketing campaigns and digital branding strategies appear to resonate effectively with younger consumers seeking trendy lifestyle accessories.

The study also confirms the importance of perceived value in customer satisfaction. Most respondents agreed that Fastrack watches provide good value for money, supporting the findings of Thomas and George (2025), who observed higher satisfaction levels among users of affordable mid-range watch brands. Competitive pricing combined with stylish design enables Fastrack to maintain a strong position in the Indian watch market.

Another important observation concerns the role of product quality and durability. A majority of respondents positively evaluated the durability, reliability, and finishing quality of Fastrack watches. These findings are consistent with the conclusions of Choudhary and Mishra (2024), who identified durability and design as major drivers of satisfaction in branded watches.

However, the study also revealed areas requiring improvement. Many respondents expressed neutral opinions regarding after-sales service, suggesting the need for stronger customer support systems. Bose and Dutta (2024) similarly emphasized the importance of efficient after-sales service in improving customer trust and satisfaction.

The statistical analysis indicated that gender significantly influences customer satisfaction, whereas age group differences do not significantly affect satisfaction levels. This suggests that Fastrack's brand appeal extends across different age categories, although the brand is particularly attractive to youth consumers.

The study also highlights the importance of emotional and lifestyle branding. Fastrack has successfully created a youthful identity that appeals to consumers seeking fashion-oriented accessories. This finding supports Chatterjee and Banerjee (2025), who concluded that lifestyle branding significantly enhances customer satisfaction by creating emotional identification with the brand.

The willingness of respondents to recommend Fastrack watches to others indicates positive brand advocacy and customer loyalty. Word-of-mouth promotion remains an important factor influencing consumer behaviour in semi-urban markets such as Cuddalore Town.

Overall, the findings suggest that Fastrack has successfully established itself as a leading youth fashion brand in India. Continuous product innovation, improved service quality, and broader market outreach can further strengthen customer satisfaction and long-term brand loyalty.

10. Findings of the Study

1. Female respondents constituted the majority of the sample population.
2. Most respondents belonged to the 21–30 age category.
3. A large proportion of respondents were postgraduates and working professionals.
4. Most respondents belonged to the middle-income category.
5. Many respondents had been using Fastrack watches for less than one year.
6. Respondents mainly purchased Fastrack watches for personal use.
7. Customers expressed positive opinions regarding reliability and durability.
8. Most respondents believed that Fastrack watches provide good value for money.
9. Respondents strongly agreed that Fastrack watches appeal more to youth consumers.
10. Customers generally expressed satisfaction with Fastrack watches.
11. Many respondents were willing to recommend Fastrack watches to others.
12. Gender significantly influenced customer satisfaction.
13. No significant difference was identified among age groups regarding satisfaction.

14. Product quality met customer expectations in the study area.

11. Suggestions

1. Fastrack should strengthen after-sales service and customer support facilities.
2. The company should continue focusing on youth-oriented marketing strategies.
3. Awareness campaigns can be introduced to attract older consumer groups.
4. More advanced features such as smart technology and water resistance can be integrated.
5. Loyalty programmes and referral offers may encourage repeat purchases.
6. Fastrack should strengthen online customer engagement and digital marketing.
7. Product innovation and customization options can further improve customer satisfaction.
8. Retail outlets should provide better in-store customer experiences and service support.

12. Conclusion

The present study examined customer satisfaction towards Fastrack watches with special reference to Cuddalore Town. The findings reveal that Fastrack has established a strong and positive brand image among consumers, particularly among young adults. Stylish designs, affordability, durability, and perceived value emerged as major factors influencing customer satisfaction.

The study confirmed that most respondents were satisfied with Fastrack watches and considered them suitable for daily usage. Customers appreciated the brand's fashionable appearance, product quality, and affordability. Statistical analysis further revealed that gender significantly influenced customer satisfaction, while age group differences did not significantly affect satisfaction levels.

The study also identified certain areas requiring improvement, particularly after-sales service and broader demographic appeal. Enhancing customer service support and integrating additional product features can further strengthen consumer confidence and loyalty.

The research contributes to the growing body of literature related to customer satisfaction towards branded fashion accessories in semi-urban markets. The findings provide valuable insights for marketers, retailers, and management professionals seeking to improve customer-oriented strategies in the Indian watch industry.

In conclusion, Fastrack has successfully positioned itself as a leading youth-oriented lifestyle watch brand in India. Through continuous innovation, quality assurance, effective marketing, and customer-centric strategies, the brand can further strengthen its market leadership and long-term customer relationships.

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