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Enhancing The Brand Awareness For Fastrack Watches

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ABSTRACT

This study explores strategies to enhance brand awareness for Fastrack watches. Through analyzing various marketing approaches, it finds that social media campaigns and influencer marketing significantly boost brand visibility among target audiences. Additionally, experiential marketing—such as events and product demos—also contributes positively. These findings suggest that watch companies can increase brand awareness, market share, and competitiveness by adopting these strategies. The research offers valuable insights for brands aiming to strengthen their market position.

key words: experiential marketing, marketing approaches, market position

INTRODUCTION

Fastrack, a sub-brand of Titan Company Limited under the Tata Group, is one of India's most popular youth-focused watch and accessories brands. Since its inception in 1998, Fastrack has positioned itself as a trendy, affordable, and edgy label that resonates with the style and aspirations of the young Indian demographic.

Despite its strong presence in the Indian market, the brand faces growing competition from both international players and emerging smart wearables. As consumer preferences evolve rapidly, it becomes crucial for Fastrack to strengthen its brand awareness and continue to stay relevant to its target audience—primarily the urban youth aged between 15 to 30.

In today's highly competitive market, brand awareness plays a pivotal role in shaping consumer preferences and driving purchasing decisions. This project focuses on enhancing the brand awareness of

Fastrack Watches, a leading youth-oriented fashion accessory brand in India. Launched as a sub-brand of Titan in 1998 and established as an independent brand in 2005, Fastrack has become synonymous with style, affordability, and innovation among the younger demographic.

REVIEW OF LITERATURE

1.Ian Zulfikar (2023)

Building A Strong Brand and Increasing Brand Awareness and Consumer Loyalty Is a Key Focus for Business Success. This Study Aims to Describe Effective Marketing Strategies to Build Strong Brands and Increase Brand Awareness and Consumer Loyalty. The Research Was Conducted by Conducting a Literature Review from Various Sources Related to Marketing Strategy. The Research Findings Show That Some Effective Marketing Strategies in Building a Strong Brand Are Brand Differentiation, Use of Social Media, Product and Service Development, And Customer Experience.

2.Abdurrahman Habibie (2023)

The Automotive Industry Is a Leading Industry That Significantly Contributes to The National Economy. In Indonesia, There Are Currently 22 Industrial Companies That Produce Four-Wheeled Vehicles or More. In 2021, The Automotive Sector Will Also Contribute Rp. 99.16 Trillion with A Production Capacity of 2.35 Million Vehicles Per Year and 38.39 Thousand Direct Workers. According to Johnny Widodo, CEO of OLX Autos Indonesia, In A Survey Conducted in 2021, The Demand for Used Cars Will Increase by Around 15% - 20% During The Covid-19 Pandemic.

3.Rini Hudiono (2023)

One of The Consequences of Shopping Is That Consumers Only Pay Attention to Certain Brands That Can Satisfy Their Needs and Desires. Therefore, The Organization Must Pay Attention to Ways to Follow and Further Develop a Positive Brand Image. The Purpose of This Study Was to Examine and Analyze the Effect of Brand Association, Brand Loyalty, Brand Awareness and Brand Image On Brand Equity in Young Consumers.

4.Andi Supiyandi (2022)

Shopping Through E-Commerce Is One of the New Tools in The Current Era. Various Brands Offer the Large Selection of Products or Services Making Shopping Through E-Commerce Like Shopping in The City Center, But Online. Currently, Many E-Commerce Companies Are Running Similar Services Because E-Commerce Is Important to Build a Strong Brand from The Audience and Shows the Value of the Products or Services they Offer.

RESEARCH METHODOLOGY:

RESEARCH GAP

There is limited research specifically focused on Fastrack's brand awareness. While general studies on marketing exist, they rarely examine Fastrack's current strategies in depth. The effects of social media, influencer marketing, and digital advertising on the brand remain underexplored. Additionally, shifting youth preferences are not well-documented. This creates a gap in understanding what truly appeals to young consumers today. Without these insights, Fastrack risks falling behind in a competitive market.

NEED OF STUDY

The need for this study on Fastrack watches stems from the brand's strong influence in India's youth-driven fashion and accessories market. As a sub-brand of Titan, Fastrack stands out for its successful positioning as a trendy, affordable, and youth-focused brand—making it a compelling case for examining brand repositioning and marketing strategy. Studying Fastrack's evolution, innovation, and marketing approach offers key insights into consumer behavior in the mid-range watch segment. These findings can inform product development, marketing, and retail strategies for brands targeting young, urban consumers in emerging markets.

SCOPE OF THE STUDY:

This study aims to explore and enhance the brand awareness of Fastrack watches among its target audience, primarily focusing on the youth segment aged between 15 and 30 years. The research is geographically limited to urban and semi-urban areas in India, where Fastrack has a strong presence. It examines various dimensions of brand awareness, including brand recall, recognition, customer perception, and the impact of marketing strategies such as social media, influencer partnerships, and advertising campaigns. The study evaluates how lifestyle, peer influence, and digital engagement contribute to shaping brand awareness. It utilizes both primary and secondary data collected within a defined timeframe. However, the scope is confined to Fastrack's watch segment and does not extend to its other product categories or financial operations.

OBJECTIVES OF THE STUDY:

- To analyze the current level of brand awareness of Fastrack Watches.
- To find out the reason for the purchase of Fastrack Watches by the customer.
- To study consumer perception and preference towards Fastrack Watches compared to competitors
- To explore the pricing, Product design, and innovation in strengthen brand visibility.

RESEARCH DESIGN

The research design for this project is mixed-method. It aims to understand how much people are aware of the Fastrack brand and what strategies can be used to improve that awareness.

This type of research helps in understanding the current level of brand awareness of Fastrack watches among its target audience and identifies the factors that influence it.

DATA COLLECTION METHODS:

Primary Data: A google form was created and shared to their mails and What's app.

Secondary Data: Secondary data was collected from articles, Books and Fastrack official website.

POPULATION:150 SAMPLE SIZE:120

Tools used: Charts, Google form, Chi-Squared test

Hypotheses1:

Ho(NullHypothesis):CustomersarenotsignificantlyawareoftheFastrack brand.

H1(AlternativeHypothesis): ManycustomersareawareofFastrackasawatchbrandthrough advertisements, social media, and word-of-mouth.

Factor	Respondents	Percentage%
Tv advertisement	28	23%
Socialmedia	45	38%
Friends/Family	15	12%
RetailStores	32	27%
Total	120	100%

Chi-SquareTest**Step1:StatetheHypotheses**

Ho(NullHypothesis):Allsourcescontributeequallyto brandawareness(no significant difference).

H₁(AlternativeHypothesis):There isasignificant difference inhowpeople becomeawareof Fastrack.

Step 2: Calculate Expected Frequencies

(E)

Assumeequalawarenessfromall4sources.

$$\text{Expected}(E)=120/4=30$$

Soexpectedvalue foreachsourc=30

Step3: Apply Chi-Square Formula

$$\chi^2=\sum\{(O-E)^2\}/\{E\}$$

Source	O	E	(O-E)	(O-E) ²	(O-E) ² /E
Tv Advertisement	28	30	-2	4	0.133
SocialMedia	45	30	15	225	7.5
Family/Friends	15	30	-15	225	7.5
RetailStores	32	30	2	4	0.133
Total	120	120	0	458	15.27

Steps4: DegreesofFreedom

dof=Number ofcategories-1=4-1=3

Step5:Criticalvaluefromchi-squareTable

Atdof=3andsignificancellevel=0.05,the criticalvalue=7.815

Conclusion

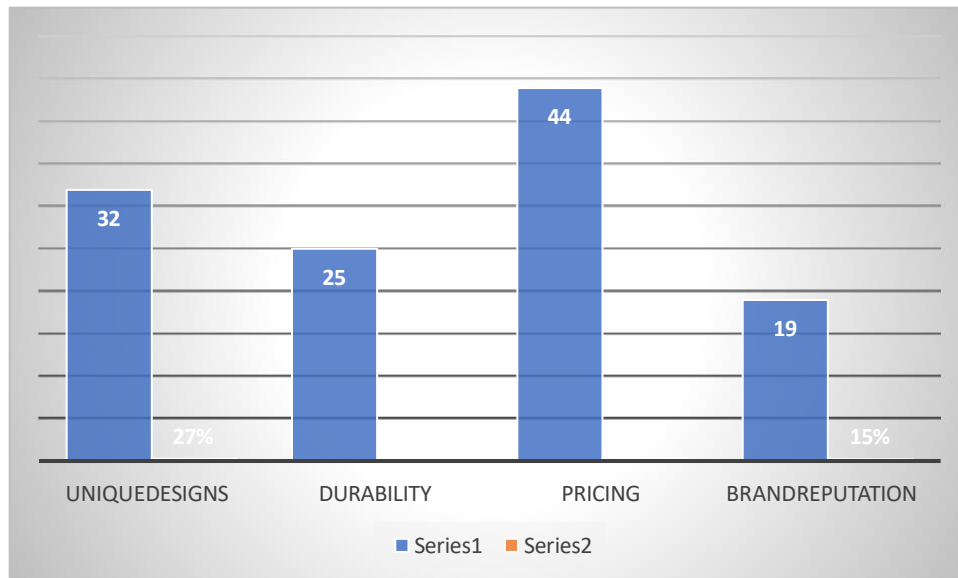
- Calculatedchi-squarevalue=15.27
- Criticalvalue=7.815
- Since15.27>7.815,werejectthenull hypothesis

There is a significant difference in the sources of brand awareness for FastTrack Watches. Social media and retail stores appear to be much more effective than friends/family or TV ads.

DATA ANALYSIS

1. Which feature attracts you most towards Fastrack Watches?

Base	No.of Responses	Percentage%
Uniquedesigns	32	27%
Durability	25	21%
Pricing	44	37%
Brandreputation	19	15%

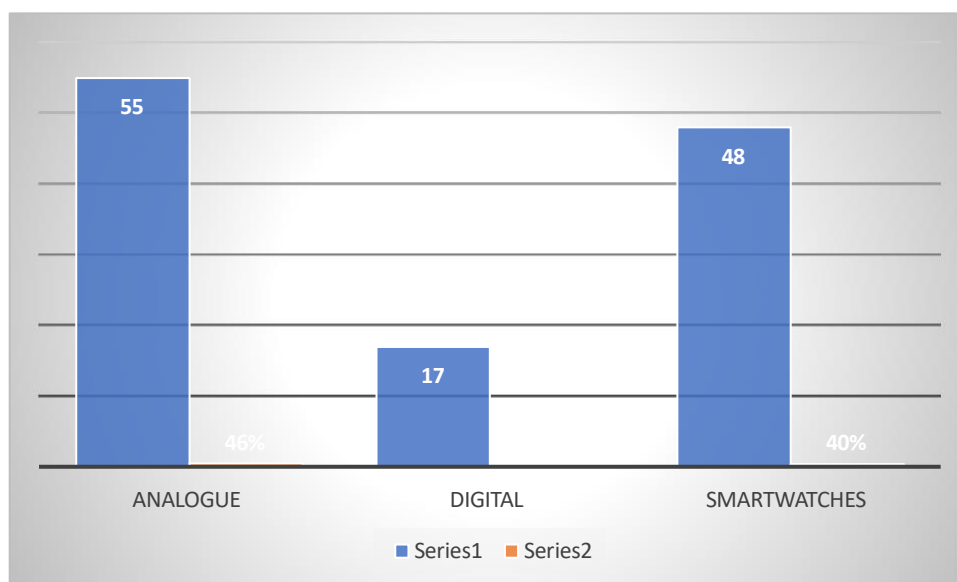


Datacollection:Primarydata

Interpretation: Pricing is the most important factor for participants, with 44 choosing it as their top priority. Unique designs come next, favored by 32 respondents, showing a strong interest in creativity and style. Durability is valued by 25 participants, highlighting the need for long-lasting products. Brand reputation influences 19 participants, indicating it plays a smaller but still notable role in decision-making.

2. What type of Fastrack watches do you prefer?

Base	No. of Responses	Percentage%
Analogue	55	46%
Digital	17	14%
Smartwatches	48	40%

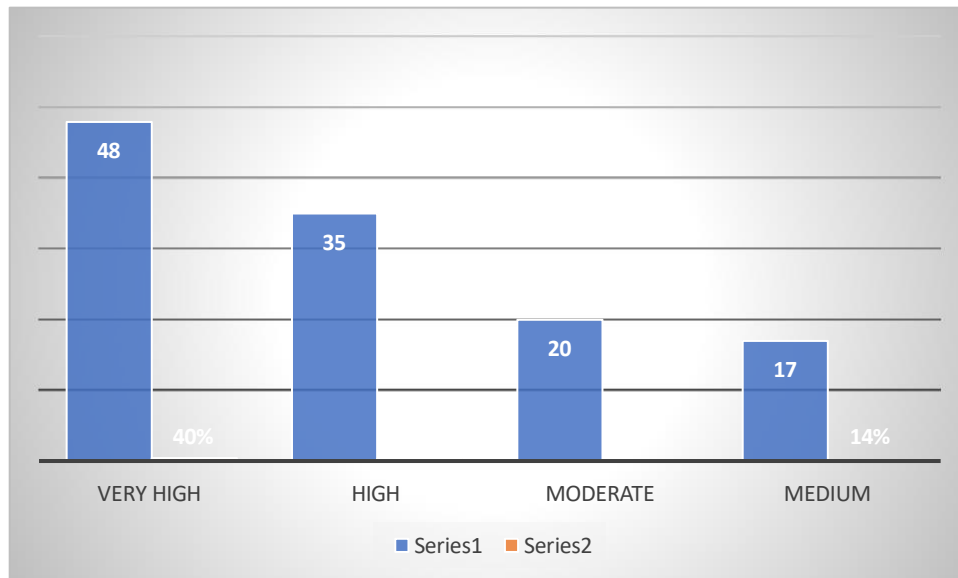


Data collection: Primary data

Interpretation: Analogue watches are the most popular choice, favored by 75 participants, indicating a preference for classic styles. Smartwatches follow closely with 62 participants, reflecting strong interest in modern, tech-enabled options. Digital watches are the least preferred, with only 17 participants choosing them. This suggests that while traditional analogue and innovative smartwatches appeal to most users, digital watches have a smaller market share within this group.

3.. What is your current level of brand awareness of Fastrack Watches?

Base	No. of Responses	Percentage%
Very high	48	40%
High	35	29%
Moderate	20	17%
Medium	17	14%



Datacollection:Primarydata

Interpretation: Nearly half of the participants (48) perceive the factor as very high, indicating strong emphasis or impact. Another 35 consider it high, showing significant importance overall. Fewer respondents rated it moderate (20) or medium (17), suggesting that only a smaller portion experience a lower level of intensity or influence. This distribution reflects a generally strong perception among the majority.

4..What was the main reason for your purchase of a Fastrack Watches?

Base	No.of Responses	Percentage%
Attractive and trendy design	33	28%
Good brand reputation	36	30%
Special offers or discounts	29	24%
Gift for someone else	22	18%



Datacollection:Primarydata

Interpretation: Good brand reputation is the top motivation, chosen by 36 participants, highlighting trust and recognition as key drivers. Attractiveandtrendydesignfollowsclosely with 33 respondents, showing that style plays an important role. Specialoffers or discounts motivate 29 participants, indicating price incentives are influential. Lastly, 22 participants buy as a gift for someone else, suggesting a significant portion consider the product suitable for gifting.

FINDINGS

- 1.Purchase Priorities:** Pricing is the top priority for most respondents (44), followed by unique designs (32), durability (25), and brand reputation (19), showing a clear preference for affordability, style, and product longevity.
- 2.Watch Preferences:** Analogue watches lead in popularity (75), with smartwatches close behind (62), indicating demand for both classic and tech-enabled styles. Digital watches are least preferred (17), reflecting limited interest.
- 3.Perceived Importance:** A majority of participants rate the influencing factor as very high (48) or high (35), with fewer considering it moderate (20) or medium (17), pointing to a generally strong perception of importance.
- 4.Motivations to Buy:** Brand reputation (36) and trendy design (33) are leading motivators, followed by discounts (29) and gifting (22), emphasizing trust, style, and value in purchase decisions.

CONCLUSION

This project emphasizes the need for a multifaceted strategy to enhance Fastrack's brand awareness and competitiveness. Targeting Gen Z and millennials, the brand can boost visibility through digital platforms, influencer collaborations, experiential marketing, and tech-driven innovations like AR and smart wearables. Consistent messaging, community engagement, and alignment with social values will further strengthen brand loyalty. By implementing these strategies, Fastrack can expand its market presence and reinforce its position as a leading lifestyle brand. These recommendations provide a clear roadmap for long-term brand growth and deeper customer connections.

BIOBLIOGRAPHY

1.Ian Zulfikar (2023)

Building a strong brand and increasing brand awareness and loyalty are key to business success. This study reviews marketing strategies through a literature review. Findings show that effective strategies include brand differentiation, social media use, product development, and enhancing customer experience. These strategies help strengthen brand presence and consumer loyalty.

<https://doi.org/10.56403/nejesh.v1i4.79>

2.Abdurrahman Habibie (2023)

The automotive industry is a major contributor to Indonesia's economy, with 22 companies producing four-wheeled vehicles. In 2021, it contributed Rp. 99.16 trillion and employed over 38,000 workers. The industry has a production capacity of 2.35 million vehicles per year. During the COVID-19 pandemic, used car demand rose by 15–20%, according to OLX Autos Indonesia.

[10.24018/ejbmr.2023.8.2.1827](https://doi.org/10.24018/ejbmr.2023.8.2.1827)

3.Rini Hudiono (2023)

Brand association, loyalty, awareness, and image affect brand equity among young consumers. It highlights the importance for organizations to develop a positive brand image to meet consumer needs and preferences.

<https://doi.org/10.22334/jbhost.v8i2.385>

4.Andi Supiyandi (2022)

Shopee's brand equity influences consumer purchasing decisions in Indonesia. Using a quantitative approach and linear regression analysis with SPSS 23, the research analyzes the relationship between brand equity and buying behavior. It highlights the importance of strong brand value in the competitive e-commerce market.

<https://doi.org/10.21512/commit.v16i1.7583>

5.Khurram Sultan(2019)

Consumer perception, brand awareness, and loyalty for Coca-Cola and Pepsi. It analyzes consumer preferences, advertisement reach, reasons for purchase, and the creation of top-of-mind awareness for Coca-Cola in Erbil, KRI. The research aims to understand how consumers associate with these two popular soft drink brands.

<https://doi.org/10.20525/ijrbs.v8i3.259>

WEB SOURCES

https://www.fastrack.in/?utm_source=chatgpt.com

<https://universalwatchcompany.com>

