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Evaluating Perceived Quality, Brand Awareness, and Equity: Insights from Casio, Tissot, and Rolex

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Abstract

The Indian watch market presents a unique blend of luxury and mid-tier consumer preferences, where perceptions of brand quality, awareness, and equity vary across demographic segments. This study compares three prominent watch brands, Casio, Tissot, and Rolex, to assess the influence of gender, household income, and city type on consumer evaluations. Data were collected from 86 respondents and analyzed using one-way ANOVA and independent t-tests. Results indicate that Rolex consistently outperforms Casio and Tissot in perceived quality, brand awareness, and brand equity, driven by its heritage, exclusivity, and strong brand culture. Casio and Tissot were perceived similarly, highlighting competition within the mid-tier segment. Gender-based analysis revealed that males consistently rated all constructs higher than females, while lower-income respondents viewed Casio and Tissot more favorably than higher-income respondents. No significant differences emerged across city tiers. These findings suggest that luxury brands should continue leveraging heritage and exclusivity to maintain equity, while mid-tier brands should emphasize value and aspirational appeal. Additionally, opportunities exist for targeting underrepresented consumer segments, particularly women, to expand market reach.

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Introduction

In today's highly competitive market environment, building strong brand equity is crucial for long-term business survival. According to marketing expert, the term 'brand equity' refers to value a company adds to its products and services, beyond functional attributes [1]. In 1991, Aaker presented brand equity as "a multidimensional construct comprising five key components: brand awareness, brand associations, perceived quality, brand loyalty, and proprietary brand assets". These components are seen to collectively influence consumer perceptions, drive purchase decisions, and contribute to sustained competitive advantages for companies [2].

Strong brand equity helps to, not only differentiate a brand from competitors but also, enhance consumer trust and loyalty, making it a huge asset for businesses. It allows companies to charge price premiums, achieve higher customer retention, and build resilience against market disruptions. For instance, brands like Apple have leveraged their powerful equity to demand premium pricing while maintaining unshakeable brand loyalty. This advantage enables brands to not just command recognition, but also create long-lasting bonds with consumers. Moreover, companies with good brand equity enjoy greater strategic flexibility when planning to enter new markets. For example, Nike leveraged its global brand recognition and tailored local strategies to expand market share in emerging economies [2]. Another example is Dove, which was successful in diversifying from bar soaps to extensive range of skincare products, illustrating how strong brand equity facilitates product line extensions as well as business growth [3].

Several studies in the field have explored the influence of brand equity on consumer behavior. A study by examined the relationship between brand equity and purchase decisions in the U.S. electronics industry by evaluating 12 television brands [4]. This research, which included over 1,500 participants, found that higher brand equity significantly increased purchase intentions, even in highly competitive markets. Similarly, another study conducted in the United States, explored brand equity from a cultural perspective, examining consumer preferences for locally produced versus foreign brands [5]. The research involved a survey of 411 Indian respondents residing in the US, aged 19-30. It revealed that American consumers favored domestic brands regarding their perceived quality, uniqueness, and modern designs. These brands effectively leveraged cultural associations and media influence to enhance equity and cultivate loyalty. The study also noted that foreign brands were perceived as elegant and symbolic, driving aspirational purchases, particularly in markets like India where such products resonate with cultural values and status aspirations.

Another study analyzed brand equity of global fashion brands like Louis Vuitton, Gucci, Zara, Adidas, and Nike in India. The survey, conducted across 6 metropolitan cities with 448 respondents, found that early entrants like Nike and Adidas had stronger brand equity due to market familiarity and relatively affordable positioning [6]. In the context of the Indian watch market, a 2018 study focusing on Titan highlighted brand loyalty and perceived quality as critical drivers of brand equity [7]. The survey of 500 participants emphasized Titan's strategic pricing and ability to balance affordability with quality, allowing it to dominate Indian market.

Although previous studies have examined brand equity components and their impact on consumer behavior, there is dearth of research focused on the watch market in India. Indian watch market has evolved significantly, showcasing diverse blend of affordable, mid-range, and luxury brands. Initially dominated by domestic players like HMT and Titan, market has now expanded to include numerous global and local brands catering to diverse consumer segments [8]. This growth is fueled by increasing disposable incomes, changing consumer preferences, and exposure to international trends [9]. Moreover, luxury watch segment is experiencing heightened demand, driven by aspirational buying behavior and growing interest in premium lifestyle products. Consumers are increasingly seeking watches not only for functionality but also as status symbols and fashion accessories. This shift in consumer mindset presents unique opportunity to analyze brand equity within Indian watch industry.

This study aims to measure brand equity for watch brands in India by identifying factors that influence brand equity and assessing their impact on perceived quality and brand awareness. It will compare brand equity across 3 categories of watch brands, affordable,

premium, and luxury, to determine which segment garners most brand equity in India. Paper will employ quantitative methods, including surveys and statistical analysis, to provide comprehensive evaluation of brand equity components and relative importance. By evaluating brand equity across different market segments, this research will provide actionable insights for watch brands to refine positioning and marketing strategies. Findings will be valuable not only for marketers and brand managers but also for academics seeking to understand brand equity dynamics in emerging markets.

Methodology

Research Aim and Hypotheses

Primary aim of this research is to evaluate and compare brand equity within Indian watch market, with particular focus on three globally recognized brands: Casio, Tissot, and Rolex. Study seeks to understand how consumers perceive these brands across different dimensions of brand equity, namely perceived quality, brand awareness, and overall brand equity. By exploring these factors, study further aims to analyze extent to which they influence consumer behavior, including preferences for particular brands, purchase intentions, willingness to pay, and long-term loyalty. Through this approach, research attempts to capture a nuanced picture of how both mass-market and luxury brands are positioned in minds of Indian consumers. While Casio is typically associated with affordability, functionality, and accessibility, Tissot represents a middle ground of quality, heritage, and aspiration, and Rolex symbolizes exclusivity, status, and prestige. These distinctions allow for comparative exploration of how different consumer segments evaluate watches not merely as functional time-keeping devices, but as markers of lifestyle, identity, and social signaling.

Following are specific objectives of study:

- To compare the perceived quality of Casio, Tissot, and Rolex watches.
- To assess differences in brand awareness among Casio, Tissot, and Rolex.
- To evaluate variations in overall brand equity across the three brands.
- To investigate gender-based differences in perceptions of watch brands.
- To analyze the role of household income (HHI) in shaping brand perceptions.
- To examine city-type (Tier 1 vs. Tier 2) differences in consumer perceptions.

Research Design and Data Collection

The study adopts a quantitative research design in order to systematically measure consumer perceptions across the selected brands. A structured questionnaire was created for this purpose and distributed online through Google Forms. The decision to use Google Forms was informed by considerations of accessibility, efficiency, and practicality. The survey was distributed among respondents residing in four major metropolitan regions of India, namely Jaipur, Mumbai, Delhi NCR, and Kolkata. These locations were purposefully selected in order to capture a diverse range of perspectives, as they represent cultural, economic, and demographic variation across India. Mumbai and Delhi NCR were included as they represent India's largest urban agglomerations and major hubs of commerce and consumer culture. Kolkata was selected due to its historical and cultural influence, while Jaipur represents growing consumer base emerging from tier-2 cities with increasing purchasing power. Together, these cities provide balanced geographic and socio-economic representation, thereby enhancing generalizability of the findings and reducing possibility of a narrow, region-specific bias.

The questionnaire itself was structured into four broad sections. First section gathered demographic data such as age, gender, employment status, and income level, which are critical for understanding differences in consumer perceptions across socio-economic groups. Second section was made to assess perceived quality of brands, focusing on consumer evaluations of attributes such as durability, reliability, and overall functionality. Third section measured brand awareness, with questions designed to capture recognition, recall, and familiarity with each of the 3 brands. Final section assessed overall brand equity, asking respondents to evaluate emotional associations, brand loyalty, and willingness to pay a premium for brand in question.

Scales and Tools Used

To measure constructs of perceived quality, brand awareness, and overall brand equity, study employed standardized scales developed by Khan and Khan [6]. These scales have been validated in prior research and were therefore considered suitable for present study. Each construct was measured through a series of

statements rated on a five-point Likert scale, ranging from 1 representing strong disagreement to 5 representing strong agreement. Using Likert scale allowed for capturing of nuanced variations in consumer attitudes and facilitated quantitative analysis of results.

Perceived quality was measured through items that addressed aspects such as product consistency, reliability, durability, and performance. Respondents were asked to evaluate extent to which they believed each brand delivered products of consistently high quality and whether they regarded the watches as reliable and functional. Brand awareness was assessed through items related to consumer familiarity, recognition, and recall. Questions asked whether respondents were aware of brand, whether they could easily identify it among competitors, and whether it was among the first brands that came to mind when thinking of watches. Overall brand equity was measured through items that captured preference, loyalty, and willingness to pay. Respondents were asked whether they would choose the brand in question over others, whether they intended to remain loyal to it in future, and whether they were willing to pay a premium price to own it. These scales provided a systematic way to capture consumer perceptions across the three brands while ensuring consistency and comparability of responses. By applying these standardized measures, the study sought to ensure reliability of data while also enabling meaningful statistical analysis of consumer attitudes.

Ethics and Informed Consent

In order to gather informed consent from the participants the intention of study was explained to them using the description section of the google form. To reinforce this consent, a statement - "By proceeding with the survey, confirm that you have read and understood the information provided and voluntarily consent to participate in this study." was interjected at the end of the description. The respondents were also assured that the data which they would provide would not be disclosed to any third party. In addition to this, there was a constant emphasis that there would be no potential risk for the respondents in filling the survey. The survey included a statement in the introduction section clearly stating that the responses would be used for only academic purposes.

Table 1: ANOVA Test of Perceived Quality based on Watch Brand (N=86)

Sources of Variation	SS	df	MS	F	p
Between Groups	343.17	2	171.59	15.26	<0.001***
Within Groups	1911.5	170	11.24		
Total	2254.67	172	182.83		
			Mean Difference	**t**	**p**
PQ_Casio - PQ_Tissot			0.33	0.63	1
PQ_Casio - PQ_Rolex			-2.27	-4.72	<0.001***
PQ_Tissot - PQ_Rolex			-2.59	-4.83	<0.001***

***p<0.01, **p<0.05, *p< 0.10

To examine whether perceived quality differs across watch brands, a one-way ANOVA was conducted using data from 86 respondents. The analysis revealed a statistically significant effect of brand on perceived quality, $F(2, 170) = 15.26$, $p<0.01$. Post hoc comparisons indicated that there was no significant difference in perceived quality between Casio and Tissot ($p>0.05$). However, Rolex was rated significantly higher in perceived quality compared to both Casio (Mean Difference=-2.27, t=-4.72, $p<0.01$) and Tissot (Mean Difference = -2.59, t = -4.83, $p<0.01$). These findings suggest that while Casio and Tissot are perceived similarly by consumers, Rolex holds a distinctly superior position in terms of perceived quality. The one-way ANOVA table suggests that Rolex was rated significantly higher among the three watch brands, in terms of perceived quality. These findings align with the perspective that brand heritage and craftsmanship of Rolex are key drivers of

of perceived quality especially in luxury watches. For example, a qualitative study which further analyses Rolex's strategic positioning highlights its identity as a "Heritage Luxury Brand" emphasising a very refined and polished hand-assembly, use of premium materials like 904L oyster steel and a continued legacy mechanical excellence which enhance consumer perceptions. Such consistency, in craftsmanship and historical authenticity likely contributes to Rolex's elevated perceived quality among Indian consumers in this study [10]. In addition to this, price-quality inference theory suggests that premium pricing and niche labeling serve as powerful signals, which allows consumers to equate cost with superior quality which are beyond functionality [11].

Table 2: ANOVA Test of Brand Awareness based on Watch Brand (N=86)

Sources of Variation	SS	df	MS	F	p
Between Groups	1423.64	2	711.82	53.03	<0.001***
Within Groups	2281.7	170	13.42		
Total	3705.34	172	725.24		
			Mean Difference	**t**	**p**
BA_Casio - BA_Tissot			-0.08	-0.18	1
BA_Casio - BA_Rolex			-5.02	-8.31	<0.001***
BA_Tissot - BA_Rolex			-4.94	-8.15	<0.001***

***p<0.01, **p<0.05, *p< 0.10

To investigate if the brand awareness significantly differs between the three renowned watch brands — Casio, Tissot, Rolex -- a one way ANOVA table was constructed using 86 responses. The results portrayed a statistically significant effect of brand-on-brand awareness, $F(2,170) = 53.03$, $p < 0.01$, which further indicates that the level of brand awareness varied significantly across the three watch brands. Post hoc comparisons revealed no significant difference between the brand awareness of Tissot and Casio (Mean Difference=-0.08, t=-0.18, p >0.05). However, Rolex was associated with significantly higher brand awareness in comparison with both Casio (Mean Difference=-5.02, t=-8.31, p<0.01) and Tissot (Mean Difference=-4.94, t=-8.15, p<0.01). These results depict Rolex holds stronger brand recall and recognition between consumers while Casio and Tissot are perceived similarly in terms of brand awareness. ANOVA analysis also revealed Rolex achieved significantly higher brand awareness than Casio & Tissot. Academic research on Rolex's brand positioning helps output, by showing that Rolex has cultivated powerful global brand culture and visibility through limited-edition releases, tight distribution control, and sponsorship of high-profile events like Wimbledon and F1 races. Moreover, one thesis study exploring Rolex's community, noted that brand members highly valued the brand's prestige, social validations and cultural symbolism which further shows awareness and recognition. These results reveal that they provide robust academic basis for understanding Rolex's superiority in terms of its brand awareness in this research. In addition, the academic literature based on Rolex depicts the same, which underscores the extremely tight brand positioning built on heritage as it was founded in 1905. Rolex's long term symbolic prestige reinforce the brand recognition and make the consumers recall about it worldwide. On the contrary, Casio and Tissot have not developed the same global visibility, symbolic positioning in terms of the luxury context of the Indian consumer perception [12].

Table 3: ANOVA Test of Overall Brand Equity based on Watch Brand (N=86)

Sources of Variation	SS	df	MS	F	p
Between Groups	1002.82	2	501.41	48.36	<0.001***
Within Groups	1762.51	170	10.37		
Total	2765.33	172	511.78		
			Mean Difference	**t**	**p**
OBE_Casio - OBE_Tissot			-0.47	-1.22	0.679
OBE_Casio - OBE_Rolex			-4.4	-8.01	<0.001***
OBE_Tissot - OBE_Rolex			-3.93	-7.48	<0.001***

***p<0.01, **p<0.05, *p< 0.10

To determine, if the overall brand equity significantly differs across the 3 brands, a one way ANOVA table has been constructed by collecting 86 responses. The results indicate a statistically significant effect of brand on overall brand equity, where is F (2,170), p<0.01, which further suggests that consumers perceive varying levels of brand equity between the three watch brands. Post hoc comparisons which explained these differences. There was no significant difference between the overall brand equity of Casio and Tissot with the (Mean Difference = -0.47, t = -1.22, p>0.05). However, Rolex has a significantly higher overall brand equity in comparison with Casio (Mean Difference = -4.4, t = -8.01, p < 0.01) and Tissot (Mean Difference = -3.93, t = -7.48, p<0.01). The findings suggest Rolex maintains a better consumer perception and loyalty whereas Casio and Tissot are viewed similarly in terms of overall brand equity. ANOVA analysis showed that Rolex has achieved a higher overall brand equity in comparison with both Casio and Tissot. Academic research on luxury branding explains the outcome which is by highlighting Rolex's ability to create emotional resonance, exclusivity, and symbolic value amongst its users. According to a study by luxury brands like Rolex excel at building brand equity through the creation of psychology and social value, rather than just functional attributes [13]. Furthermore, found that luxury brand equity is often related to emotional attachment, and aspirational positioning [14]. Rolex mostly uses stains through its heritage marketing, celebrity associations and iconic status in the watch industry.

Table 4: Independent T-Test Analyses based on Gender (N=85)

Construct	Gender	n	M	SD	t	p
Perceived Quality_Casio	Female	46	16.87	4.25	-3.36	0.001***
	Male	39	19.88	4.03		
Perceived Quality_Tissot	Female	46	16.67	5.46	-2.72	0.008***
	Male	39	19.4	4.16		
Perceived Quality_ Rolex	Female	46	19.57	5.66	-1.95	0.054**
	Male	39	21.65	3.69		
Brand Awareness_Casio	Female	46	14.52	4.22	-3.44	0.001***
	Male	39	18.02	5.03		
Brand Awareness_Tissot	Female	46	14.52	5.12	-3.35	0.001***
	Male	39	18.2	5.15		
Brand Awareness_Rolex	Female	46	19.96	5.93	-2.48	0.015**
	Male	39	22.58	3.4		
Overall Brand Equity_Casio	Female	46	10.48	3.56	-3.4	0.001***
	Male	39	13.33	4.42		
Overall Brand Equity_Tissot	Female	46	10.85	4.52	-3.23	0.002***
	Male	39	13.9	4.27		
Overall Brand Equity_Rolex	Female	46	15.13	4.68	-2.65	0.01***
	Male	39	17.43	2.99		

***p<.01, **p<.05, *p<.1

To assess gender-based differences in consumer perceptions, independent samples t-tests were conducted across various constructs related to perceived quality, brand awareness, and brand equity for Casio, Tissot, and Rolex watches. The results revealed statistically significant differences across most constructs. Male participants rated the perceived quality of Casio (M = 19.88) significantly higher than female participants (M = 16.87), t = -3.36, p = 0.001. Similar patterns were observed for Tissot (t = -2.72, p = 0.008) and Rolex (t = -1.95, p = 0.054), with men consistently assigning higher quality scores than women. In terms of brand awareness, males reported significantly greater awareness of Casio (t = -3.44, p = 0.001), Tissot (t = -3.35, p = 0.001), and Rolex (t = -2.48, p = 0.015) compared to females. The gender gap extended to overall brand equity, where male respondents reported higher brand equity for Casio (t = -3.4, p = 0.001), Tissot (t = -3.23, p = 0.002), and Rolex (t = -2.65, p = 0.01). These findings suggest that male consumers not only perceive

higher quality in premium and mid-range watch brands but also demonstrate greater awareness and brand equity perceptions compared to female consumers. The T-test analysis portrayed statistically gender-based differences between the three constructs: Perceived quality, brand awareness and overall brand equity, in which the male respondents consistently reported higher scores than the females for all 3 watch brands, Casio, Tissot and Rolex. This trend is in line with prior research and knowledge that may suggest that men often exhibit stronger brand involvement when asked to evaluate technical or status driven products like watches [15]. Suggest that male users of wearable devices such as smartwatches place greater importance on features like durability and performance, whereas females are more inclined towards fitness trackers, which further suggests a gendered preference in wearables [16].

Table 5: Independent T-Test Analyses based on HHI (N=85)

Construct	Household Income	n	M	SD	t	p
Perceived Quality_Casio	Less than 20L p.a.	39	18.92	4.76	1.31	0.193
	More than 20L p.a.	46	17.65	4.05		
Perceived Quality_Tissot	Less than 20L p.a.	39	19.36	4.8	2.38	0.019**
	More than 20L p.a.	46	16.8	5.06		
Perceived Quality_Rolex	Less than 20L p.a.	39	21.18	4.25	1.23	0.223
	More than 20L p.a.	46	19.89	5.42		
Brand Awareness_Casio	Less than 20L p.a.	39	17.49	5.19	2.35	0.022**
	More than 20L p.a.	46	15	4.46		
Brand Awareness_Tissot	Less than 20L p.a.	39	17.95	4.89	2.78	0.007***
	More than 20L p.a.	46	14.8	5.54		
Brand Awareness_Tissot	Less than 20L p.a.	39	21.41	4.43	0.48	0.635
	More than 20L p.a.	46	20.89	5.6		
Overall Brand Equity_Casio	Less than 20L p.a.	39	13.31	4.47	3.04	0.003***
	More than 20L p.a.	46	10.61	3.57		
Overall Brand Equity_ Tissot	Less than 20L p.a.	39	13.69	4.57	2.68	0.009***
	More than 20L p.a.	46	11.07	4.44		
Overall Brand Equity_ Rolex	Less than 20L p.a.	39	16.51	3.91	0.74	0.459
	More than 20L p.a.	46	15.85	4.33		

***p<.01, **p<.05, *p<.1

To assess income-based differences in consumer perceptions, some independent t-tests were conducted across different constructs like brand awareness, perceived quality, and brand equity for the selected 3 brands. Results showed several statistically significant differences. For perceived quality Tissot was rated higher by respondents earning less than 20 L annually (M = 19.36) than those earning above 20L (M = 16.80), t = 2.38, (p = 0.193) or Rolex (p = 0.223). Brand awareness portrayed notable disparities as well. Participants with lower household income than 20 L showed greater awareness of Casio (t = 2.35, p = 0.022) and Tissot (t = 2.78, p = 0.007), while no significant difference was found for Rolex (p = 0.635). During the analysis of overall brand equity the same trend was seen. Consumers with income less than 20L per annum reportedly had higher brand equity for Casio (t = 3.04, p = 0.003) and Tissot with (t = 2.68, p = 0.009), on the other hand Rolex did not show any significant variation (p = 0.459). The results suggest that the lower income consumers indicate more favorable perceptions towards mid-range brands like Casio and Tissot. The tests revealed that the HHI significantly influenced certain brand perceptions, specifically in the case of Casio and Tissot. Respondents earning less than 20L per annum responded with higher scores for Tissot's perceived quality, as well as stronger brand awareness and overall brand equity for both watch brands, Casio and Tissot. These findings align with research

done by which says that the consumers earning a moderate income often prioritize the brand's utility, functional value, and affordability mostly when evaluating mid-tier brands like Casio or Tissot [17]. Similarly, another study discovered that aspirational value drives lower income consumers, in order to form a strong emotional attachment with affordable pricing and premium quality brands [18]. Therefore, the elevated perceptions of Casio and Tissot among lower-income respondents in the study reflects an aspirational and budget-conscious mindset, simultaneously. Moreover, high income consumers may overlook mid-tier brands when the product is affordable because their purchase preferences are directed towards premium or Veblen goods which reflect greater exclusivity. Therefore, the distinction between value driven goods and status driven goods explains the elevated price perceptions of Casio and Tissot between the lower-income respondents in the study [19].

Table 6: Independent T-Test Analyses based on City Type (N=86)

Construct	City Type	n	M	SD	t	p
Perceived Quality_Casio	Tier 1	38	18	4.01	-0.67	0.503
	Tier 2	45	18.64	4.72		
Perceived Quality_Tissot	Tier 1	38	17.58	5.01	-0.79	0.432
	Tier 2	45	18.47	5.22		
Perceived Quality_Rolex	Tier 1	38	21.18	4.54	0.98	0.329
	Tier 2	45	20.13	5.22		
Brand Awareness_Casio	Tier 1	38	16.55	4.08	0.5	0.619
	Tier 2	45	16.02	5.57		
Brand Awareness_Tissot	Tier 1	38	16.42	4.63	0.13	0.897
	Tier 2	45	16.27	6.17		
Brand Awareness_Rolex	Tier 1	38	21.92	4.62	1.07	0.29
	Tier 2	45	20.76	5.33		
Overall Brand Equity_Casio	Tier 1	38	12.08	3.44	0.23	0.815
	Tier 2	45	11.87	4.77		
Overall Brand Equity_Tissot	Tier 1	38	12.24	3.94	-0.25	0.804
	Tier 2	45	12.49	5.25		
Overall Brand Equity_Rolex	Tier 1	38	16.89	3.64	1.31	0.195
	Tier 2	45	15.73	4.44		

***p<.01, **p<.05, *p<.1

To examine city-based differences in consumer perceptions, independent samples t–tests were done, based on different constructs, which included perceived quality, brand awareness and brand equity between Tier and Tier 2 cities for Casio, Tissot and Rolex watches. The results did not show any statistically significant differences across any of the constructs. For perceived quality, no significant differences were indicated between tier and tier 2 respondents, for Casio ($t = -0.67$, $p = 0.503$), Tissot ($t= -0.79$, $p = 0.432$), or Rolex ($t = 0.98$, $p = 0.329$). In a similar fashion, brand awareness across city types revealed no significant variation for Casio ($t = 1.07$, $p = 0.290$). The same trend was continued in the construct of overall brand equity, where no significant city-based differences were observed for Casio ($t = 0.23$, $p = 0.815$), Tissot ($t = -0.25$, $p = 0.804$), Rolex ($t = 1.31$, $p = 0.195$). These findings suggest that consumer evaluations of brand equity, awareness & quality remain consistent regardless of place of residence. T-test didn't reflect any significant differences with regard to perceived quality, brand awareness, or overall brand equity across Tier 1 and Tier 2 city participants. This outcome aligns with findings by whose research indicated that increased access to digital platforms and e-commerce has given people the right exposure of brands, which forms their attitude of premium watch brands across city tiers [20]. Therefore, similarity in responses from Tier 1 and Tier 2 participants in the study depicts a broader trend. Geographical location is becoming less influential leading to shaping similar brand

perceptions among digitally connected modern day consumers.

Conclusion

This study aimed to understand how perceived quality, brand awareness and overall brand equity differ among 3 well known watch brands in India, namely Casio, Tissot and Rolex, and how these perceptions vary across gender, household income and city type. It was found that clear disparities in terms of consumer perceptions exist, particularly in relation to Rolex's dominant position. Rolex's higher valuations are based on heritage, craftsmanship, exclusivity and marketing strategies which help in reinforcing its luxury positioning. In contrast, Casio and Tissot had similar evaluations across the board which suggests competitive overlap in affordable and mid-tier watch markets.

It was also found that male respondents consistently rated all 3 constructs higher than females, depicting a stronger association with products like watches, specifically premium and luxury ones. Household income was also a differentiating factor throughout the survey with lower income respondents rating Casio and Tissot more favorably in perceived quality, brand awareness and overall brand equity than higher income respondents. The reason could be attributed to value driven purchase behavior.

The findings of the study hold practical value for watch brand managers, marketers, and retailers. Luxury brands like Rolex can continue leveraging in terms of heritage positioning and exclusivity in order to maintain strong brand equity, while mid-tier brands like Casio and Tissot would be more inclined towards adequate communication, aspirational marketing and maintaining quality perceptions among lower income segments specifically in India. Gender disparities in perception suggest that aimed campaigns addressing female consumers could help in terms of balancing gaps, while city tier-based targeting could come out to be less critical than what is assumed.

However, this study may contain certain limitations. The sample size, while adequate for statistical analysis, is relatively small and may not fully represent the diversity in the Indian market. In addition to this, the focus was only limited to three brands (Casio, Tissot and Rolex), which would exclude other significant players present in the market and may have better perceptions than these 3 brands. Future research could also integrate a wider range of brands and incorporate qualitative insights in order to deepen the study and understanding of consumer brand relationships in the Indian watch market. To conclude, this research contributes towards the understanding of how demographic and brand related factors may potentially shape perceptions on the Indian watch market, which could also offer actionable insights for both luxury and mid-tier brands aiming to strengthen their positioning and consumer engagement.

Conflicts of Interest

The author affirms that they have no conflicts of interest related to the publication of this paper.

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