



EVALUATING CUSTOMER PERCEPTION TOWARDS SMART WATCHES WITH REFERENCE TO CHENNAI CITY

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Abstract: *The smart watches is an innovative gadget launched in the recent years. This paper describes about the perception and purchase intention of consumers about smartwatches. A structured questionnaire had been used for primary data collection and statistical tools like descriptive statistics and frequency analysis have been used for data analysis. It is found from this study people who are aware about smartwatches are having positive purchase intention. This paper helps the marketers to design effective marketing strategies with regard to smartwatches.*

Keywords: *Perceived value, Interface convenience, Design, purchase intention, Smart Watches, Digital technology.*

1. INTRODUCTION:

A smart watch is a wrist-worn wearable device and provides functionalities far beyond those of a traditional wristwatch. They are usually used as a companion device and need to be paired with a smart phone through Bluetooth and near-field communication (NFC) among other technologies. The major of smart watches released was nearly a decade ago, starting in 2012. Some watches were released before 2012 without an advanced OS platform like Android or Tizen, those are not considered as "smart watches," instead we can say "digital watches." And here the evolution from Digital watches to smart watch. Companies such as Samsung Electronics and Apple Inc. are expected to benefit from growing adoption. Since smart watches are paired with related smart phones, the large installed base of smart phones offered by these companies is estimated to contribute to revenue.

wearer. One area that many smart watch manufacturers are focusing on is biometric data. Smart watches can monitor fitness information, like steps taken in the day and body composition. They can also monitor and spot potential medical conditions. Manufacturers are continually focusing on ways to include more health-related technologies in smart watches. The healthcare focus is in part related to the increase in chronic diseases that require constant monitoring. Smart watches are helpful in this area. In addition, with their combined GPS, health and portability features, smart watches are useful for identifying exposure to COVID-19 and contact tracing.

2. RESEARCH OBJECTIVE:

- ❖ To study the consumer perception towards smart watches
- ❖ To identify the factors that influences the consumers to prefer smart watches.
- ❖ To understand the relationship between income and purchasing behavior.



3. REVIEW OF LITERATURE:

Ramya and Mohamad ali (2016), conducted a study on factors affecting consumer buyer behaviour, it is concluded that brands have the opportunity to develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.

Stephanie Hui-Wen Chuah, Philipp A. Rauschnabel et al., (2016), has conducted a study on Wearable technologies: The role of usefulness and visibility in smart watch adoption. The study reveals that the perception of consumer differs that a set of consumer considers that the smart watches are fashion element and the other set considers it has a technology driven watches.

Hsiao and Chen (2017) investigated the reason for the low market share of smart watches by revealing the reason for smart watch purchase intention. Based on the perspectives of software, hardware, and aesthetic design, they developed hypotheses based on reasoned action and perceived values theory. The proposed research model and hypotheses improve understanding of the influence of software, hardware, design, and perceived values on user intention to pay for smart watches. The results indicated that a positive attitude and emotional value mediate the effects of the factors on the intention.

Hayeon Jeong (2017) recognized smart watch as an innovative product to overcome the stagnation of the smart phone market. The research studied the perceived similarity of user experience on a smart phone as acceptance intention for a smart watch. The findings confirmed that the user experience of the smart phone has a positive effect on perceived usefulness and perceived ease-of-use. This research, however, does not focus on buying decisions based on the user experience or if the smart phone brand satisfaction and loyalty influencing their expectation and judgment when choosing smart watch brand.

Dr. P. Kishore Kumar, V. Venkateshwarlu (2017), Consumer Perception and Purchase Intention towards Smartwatches Smart watches are perceived as 'want' and consumers are likely to have smartwatches for notification alerts. Since smartwatches can be synched with smartphones the email, messages from social networking sites can be accessed through it. The internet had created lot of awareness about smart watches than other media. It is also found from this study that consumers have opined that smartwatches can be used to complete personal and professional tasks very conveniently. The consumers are thinking that smartwatches are reasonably priced based on its features. From this study it can be concluded that consumers are likely own a smartwatch in future to perform variety of tasks. The results of this research are consistent with previous studies regard smart watches.

4. RESEARCH METHODOLOGY:

The study is mainly done to understand the consumer perception towards the Smart watches to find out and understand the frequency of use, colour preferred, income and buying behaviour, brand preference. Frequency analysis, correlation and chi square test is used in the study for data analysis. A sample of 100 respondents has been collected based on the convenience sampling from the people of Chennai city.

DATA ANALYSIS AND INTERPRETATION:

➤ CORRELATION

To represent the relationship between monthly income and consideration of buying smart watch in future.

HYPOTHESIS:

Null Hypothesis Ho: There is no significant relationship between monthly income and consideration of buying smart watch in future.

Alternate Hypothesis H1: There is significant relationship between monthly income and consideration of buying smart watch in future.



| | | | |
|--|---------------------|----------------|--|
| | | Monthly Income | If yes, will you consider buying it in future? |
| Monthly Income | Pearson Correlation | 1 | .289* |
| | Sig. (2-tailed) | | .020 |
| | No | 100 | 64 |
| If 2, will you consider buying it in future? | Pearson Correlation | .289* | 1 |
| | Sig. (2-tailed) | .020 | |
| | No | 64 | 64 |

INFERENCE:

There is no significant relationship between monthly income and will you consider buying in future.

➤ **CHI – SQUARE TEST**

To determine relationship between monthly income and brand of smart watch

HYPOTHESIS:

Null Hypothesis H0: There is no significant relationship between monthly income of the respondent and brand of smart watches.

Alternate Hypothesis H1: There is significant relationship between monthly income of the respondent and brand of smart watches.

PROCEDURE:

Analysis=>Descriptive Statistics =>Cross tabulation.

| | Value | df | Asymptotic Significance(2-sided) |
|------------------------------|--------------------|----|----------------------------------|
| Pearson Chi-Square | 2.693 ^a | 2 | .260 |
| Likelihood Ratio | 4.545 | 2 | .103 |
| Linear-by-Linear Association | 2.029 | 1 | .154 |
| No of Valid Cases | 100 | | |

INFERENCE:

There is no significant relationship between monthly income of the respondent and brand of smart watches.

5. FINDINGS:

- Majority of the respondents are between the ages of 21-25.
- Majority of the respondents group belong to students.
- 81% respondents prefer smart watch for fitness purpose.
- The majority of income group belong to the age range of 20-25.
- Majority of the respondents use smart watch.



- Most of the people prefer to buy smart watch in offline.
- Majority of the user use the smart watch for the purpose of active tracking system.
- The respondent uses their smart watch regularly.
- Black colour smart watch is preferred by major of the respondents.
- Majority of the respondents like a particular brand and always prefers that brand alone.

6. SUGGESTIONS:

- From the study we can understand that the price can be lowered and add some extra features like can add find my key, find my car, find my phone, etc.
- Features like compass and can include gesture control in the smart watch.
- The quality of the wrist watch can be increased with more durability one can revive the smart watch even if fell in the water. The water resistance can be increased for one hour.
- The companies can also make available of the product more easier for the consumers preventing them from fraud retailers.
- The consumers can be given a wide variety of choice over the colours of wrist band.

7. CONCLUSION:

The smart watches are very popular among the millennials now a day from the health perspective and also from the point of fashion. There are numerous companies coming up with the various innovations with regard to smart watches in order to fulfil the needs and wants of the consumer.

The aim of the study is to find the consumer perception towards smart watches. Hence the study has showcased what type of consumer prefers what type of brand, which age group of the respondents are more. Regardless of whether the Apple Watch is a success or not, it seems like the smart watch is more revolution than fad. Smart watches are definitely going to sustain irrespective of regular analogue watches. The main attractive thing about the smart watches is that the idea is infusing the health and fitness to regular digital watch.

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