

USERS' PERCEPTION TOWARDS SMART WATCH

Dr. S.Poongodi, Assistant Professor, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India.

C.Selva Priya, II M.Com-CA Student, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India.

N.Deepika, II M.Com-CA Student, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, India

ABSTRACT

A smart watch is a portable and wearable computer device in a form of a watch; modern smart watches provide a local touch screen interface for daily use. Apple, Samsung, Sony, and other major players offer smart watch on the consumer market. Accordingly, an attempt has been made in this study to know the users perception towards Smart Watch and also the variables that associate with level of preference towards Smart Watch. Data for the study have been collected from 281 users through issue of structured questionnaire by adopting convenient sampling method. Simple Percentage and Chi-square test have been used to analyze the data. The study reveals that majority of the users are female with the age of 21-40 years and majority of them are undergraduates with an earning of up to Rs.50000 per month and most of them they came to know about smart watch through advertisement. The reasons for using smart watch are fashionable followed by tracking steps, health and fitness purpose, durable, weather update, text message, notification from apps, Bluetooth and wi-fi connectivity, touch screen, and paring with apps. Chi-square test reveals that age, area of residence, gender, marital status, occupation, earning members, monthly family income, period of usage and price of smart watch are significantly associated with the level of preference towards smart watch.

Keywords: Preference- smart watch-Usage.

INTRODUCTION

A smart watch is a portable and wearable computer device in a form of a watch; modern smart watches provide a local touch screen interface for daily use, while an associated smart phone app provides management and telemetry, such as long-term bio monitoring. While early models could perform basic tasks such as calculations, digital time telling, translations, and game-playing, smart watches released since 2015 have more general functionality closer to smart phones, including mobile apps, a mobile

operating system, and Wi-Fi/Bluetooth connectivity. Some smart watches function as portable media players, with FM radio and playback of digital audio and video files via a Bluetooth headset. Some models, called watch phones (or phone watches), have mobile cellular functionality such as making telephone calls. Smartphone display notifications to alert you of important events or activities. The types of notifications differ; devices connected to a smart phone may simply mirror the phone's notifications on your wrist, but other smart watch display notifications that only a wearable could provide. In this regard the present study brief about users' perception towards smart watch.

REVIEW OF LITERATURE

Magdalene and Jona Jenifer (2023) in their research entitled “A study on consumer perception and purchase intention towards smart watch” to know the factor that influence customers to purchase smart watch. Data for the study have been collected from 100 respondents using simple random sampling. The study found that the factors such as design and comfort are influencing to purchase smart watch. **Kruthi Sanjaykumar Bhatt and Jitesh Parmar (2022)** in their study entitled “Purchase intention for smart watch” to find the different factors that affecting purchase intention for smart watch gadgets. Data have been collected from 960 respondents using quota and non- probability sampling method. It is found that perceived usefulness, Brand Image and Social Influence results in a positive outcome towards attitude which has its positive impact on the purchase intention for smart watch. **Shweta Panchbudhe et al. (2021)** in their article entitled “A Questionnaire study about the experiences of smart watches of different brands” the main aim of study is about the experiences of smart watches of different brands. The study found that smart watches are becoming common and useful for people in their daily lives, as they allow users to access information about their environment and body related conditions.

STATEMENT OF THE PROBLEM

Smart watches have become more common in recent years, and the category as a whole has grown significantly. Watches are being abstracted for both tangible and intangible advantages, and are being used in sports, health, and fitness practices. As a result, it's important to understand the aspects of life that a smart watch has a major impact on. Factors may have a positive or negative impact on people's lives. The smart watch's use isn't only limited to personal use; but also has industrial applications ranging from wellness to communication. This will not only assist consumers in making decisions, but it will also assist producers in producing the best goods possible. Various brands are putting their smart watches on the market and attempting to attract potential buyers by providing a variety of features. The manufacturer will positively target their future customers by recognizing those crucial features. In this context there arise questions like what are the reasons for using smart watches and what are the factors that determine users' level of preference for smart watches? To find answers to the above raised questions the following objectives have been framed.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To know the socio-economic profile of users.

- To ascertain the reason for using smart watch.
- To determine the variables associated with level of preference for smart watch.

RESEARCH METHODOLOGY

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, reasons and level of preference towards Smart watch. A sample of 281 Smart watch users in Pollachi Taluk has been selected by adopting convenient sampling method. Simple Percentage and Chi-Square test have been used to analyze the data.

FINDINGS

The findings of the study are divided into five sections namely, socio-economic profile of the respondents, source of Information, reason for using smart watch, preference for smart watch and variables associated with level of preference towards smart watch are depicted in the following paragraphs.

(i) SOCIO - ECONOMIC PROFILE

- Majority 155(55.2%) of the users belong to the age group of 21-40 years.
- Majority 190(67.6%) of the users belong to rural area.
- Majority 171(60.9%) of the users are female.
- Majority 239(85.1%) of the users are unmarried.
- Majority 192(68.3%) of the users are under graduates.
- Majority 185(65.8%) of the users are students.
- Majority 187(66.5%) of the users belong to nuclear family.
- Most 117(41.6%) of the users have two earning members.
- Majority 193(68.7%) of the users monthly income is up to Rs. 50, 000.

(ii) SOURCE of INFORMATION

- Most 118(42%) of the users came to know about smart watch through advertisement.
- Majority 177(63%) of the users are using smart watch for a period of less than a year.
- Majority 170(60.5%) of the users are spending below Rs.2000 to purchase smart watch.
- Majority 202(72.9%) of the users purchase smart watch through online.

(iii) Preference for Smart Watch

The table shows the classification of users based on their level of preference on the various factors of the smart watch.

Table: 1**Preference for Smart Watch**

Preference	Highly Agree	Agree	Disagree
Leather strap	95(33.8%)	157(56.9%)	29(10.3%)
Metal strap	69(24.6%)	167(59.3%)	45(16.1%)
Rubber/silicon strap	90(32.1%)	141(50.1%)	50(17.8%)
Amoled shape	78(27.8%)	171(60.9%)	32(11.3%)
Oval shape	86(30.6%)	135(48.1%)	60(21.3%)
Square shape	96(34.2%)	143(50.9%)	42(13.5%)
Rectangle shape	71(25.2%)	144(51.3%)	66(23.5%)
Round shape	107(38.1%)	136(48.4%)	38(13.5%)

From the above table it is found that, out of 281 respondents, 157(55.9%) prefer leather strap, 167(59.3%) prefer metal strap, 141(50.1%) prefer rubber/silicon, 171(60.9%) prefer amoled shape, 135(48.1%) prefer oval shape, 144(51.3%) prefer square shape, and 136(48.4%) prefer round shape.

(iv) Reason for using Smart Watch**Table: 2****Reason for using Smart Watch**

Factors	Strongly Agree	Agree	Disagree
Fashionable	157(55.9%)	119(42.3%)	5(1.8%)
Tracking steps	116(41.3%)	151(53.7%)	14(5%)
Health & fitness	129(45.9%)	119(42.3%)	33(11.8%)
Durability	86(30.6%)	168(59.8%)	27(9.6%)
Weather update	105(37.4%)	156(55.5%)	20(7.1%)
Text message	89(31.7%)	158(56.2%)	34(12.1%)
Notification from apps	109(38.8%)	142(50.5%)	30(10.7%)
Bluetooth & Wi-fi	101(36%)	156(55.5%)	24(8.5%)
Touch screen	138(49.2%)	119(42.3%)	24(8.5%)
Paring with apps	100(35.5%)	158(56.2%)	23(8.2%)

From the above table it is found that, out of 281 respondents, 157(55.9%) strongly agree fashionable, 151(53.7%) agree that they use smartwatch for tracking steps, 129(45.9%) that they use smartwatch for health and fitness purpose, 168(59.8%) use because it is durable, 156(55.5%) use for weather update, 158(56.2%) use for text message, 142(50.5%) use for notification from apps, 156(55.5%) use for Bluetooth and wi-fi connectivity, 138(49.2%) use for touch screen, and 158(56.2%) use for paring with apps.

(v) Variables Associated with Level of Preference towards Smart Watch

To identify the association between the select variables and level of preference towards smart watch, the Chi-square test has been employed.

Table: 3**Variables Associated with Level of Preference towards Smart Watch**

Variables	d.f	Calculated χ^2 Value	Table Value 5% Level
Age	6	12.929	12.592
Area of Residence	4	16.212	9.488
Gender	2	7.957	5.991
Marital Status	2	8.761	5.991
Educational Qualification	2	3.252	5.991
Occupation	6	14.045	12.592
Type of Family	2	2.418	5.991
Earning Members	4	12.121	9.488
Sources of Information	6	7.357	12.592
Monthly Family Income	6	15.847	12.592
Period of Usage	6	15.411	12.592
Price of Smart Watch	6	19.060	12.592
Mode of Purchase	2	0.641	5.991

Thirteen variables have been taken to analyze the level of preference towards smart watch. Out of thirteen variables the following variables have significant association with level of preference. (viz.) age, area of residence, gender, marital status, occupation, earning members, monthly family income, period of usage and price of smart watch while the other four variables does not have a significant association with level of preference towards smart watch.

SUGGESTIONS

Based upon the study conducted, the following suggestions are made:

- Price of smart watches can be reduced to attract more number of customers.
- Battery life of the smart watches can be extended.
- Enhancing quality of display glass.

- More strap colours can be introduced to attract youngsters.
- More offers can be given during special occasions to attract different category of people.
- More features can be introduced.

CONCLUSION

Smart watch are unobtrusive and easy to wear, while smart watch technology supplied with biosensors has potential to be useful in a variety of healthcare applications, rigorous research with their use in clinical settings. Smart watches are becoming popular due to their convenience and functionality. They offer features like fitness tracking, notifications, and even the ability to make calls. Overall, smart watch is a great blend of style and technology. It is important to consider factors like battery life, compatibility with Smartphone, and the specific features to attract more customers.

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