



A STUDY ON CUSTOMER PERCEPTION AND PURCHASE INTENTION TOWARDS SMARTWATCH

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Abstract: An innovative device that was introduced recently is the smart watch. A smart watch is a wearable device that provides functionality beyond basic time keeping which is similar to a wristwatch. Many sensors, including accelerometers, gyroscopes, and optical heart rate sensors, are frequently included in smart watches, which can wirelessly connect to smartphones. There are several manufacturers producing a selection of smart watch models to fit different uses and pricing points. The study's goal is to examine consumer perspective towards smart watches and their intent to purchase them. A questionnaire was used to collect information for this primary research study from a sample of 100 respondents. The research design used for this study was descriptive research and simple Random sampling method is adopted for the sample collection. The tools used for the study was Chi-square test and Spearman's rank correlation coefficient. The study concludes that customer perspective and purchase intent towards smart watch is highly positive.

Index Terms - Smart watch, Perspective, Purchase intention

I. INTRODUCTION

The most recent technological craze is smart watches, which are gaining popularity amongst customers. With the popularity of smart watches, it's important to define what consumers think of the devices and whether they intend to buy them. The popularity of smart watches has increased as more individuals search for ways to stay connected and up to date with their everyday routines. So, it is essential to consider consumer perception and purchasing intent while selling smart watches. Being luxury items, smart watches must convince customers that their money is well spent. In order to accomplish this, marketers must be aware of how potential customers perceive the product and what factors affect their purchase decisions. Customers favour smart watches with high-end, affordable, alluring styles, and cutting-edge technologies. As a result, there is fierce competition, and the maker must take customers' opinions and buying intentions into account.

II. OBJECTIVE OF THE STUDY

- To know the factors that influence customers purchase intention using smart watch

III. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

Descriptive research design

3.2 Data Collection:

Primary data: Questionnaire through Google form

Secondary data: Journals and Websites

3.3 Sampling technique:

Simple random Sampling

3.4 Sample size:

100 respondents

3.5 Area of Study:

Coimbatore City

3.6 Tools used for the Study

Chi – Square test and Spearman’s Rank Correlation Coefficient

IV. REVIEW OF LITERATURE

Chuah, Rau Schnabel, Krey, Nguyen, Ramayah, & Lade (2016) “*Consumer Perception and Purchase Intention towards Smart watches*”. The main goal of this research is to educate smart watch marketers, academics, and researchers. The adoption of smart watches is still in its early stages, and important elements for acceptance include perceived utility and visibility. The sample size obtained for the study was 130. The random sampling techniques were used in the research. Data collected for the study through primary data. Statistical tools like descriptive statistics and frequency analysis have been used for data analysis. Based on the study's findings, consumers believe that smart watches make it very easy to fulfill both personal and professional responsibilities. Based on their features, customers believe that smart watches are appropriately priced. The study concluded that customers will probably have one smart watch in the future to carry out a variety of duties.

Dr. P Kishore Kumar & V Venkateswarlu (2014) “*A Study on Students Preference on Smart watches.*” The study's primary objective is to determine which brand of smart watches is the most popular and to understand perception about smart watches and determine which feature is used the most. Sample size used in the study were 106. Customers feel smart watches can be employed to fulfill personal and professional chores very conveniently. Customers believe that smart watches are priced given their features and they are likely to acquire one in the future to accomplish a range of jobs. The study's findings show that because smart watches give users access to information about their environment and bodily problems, they are becoming increasingly widespread and valuable for individuals in their daily lives.

V. ANALYSIS AND FINDINGS

5.1 Chi – Square Test

Table 5.1.1: Comparison between Age and Level of Agreement for Smart Watch

H₀: There is no significant relationship between Age and Level of agreement for smart watch

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Ease of Use	106.400	3	.000
Phone Calls	103.460	2	.000
More Convenient	47.360	3	.000
Notifications Alerts	33.840	3	.000
Fitness tracking	244.300	4	.000
Compatibility	74.500	4	.000
Connectivity	42.480	3	.000

Source: Author's Computation

The P – Value is less than 5% level of significance, so the null hypothesis rejected.

Table 5.1.2: Comparison between Income level and Price spent for Smart Watch

H₀: There is no significant relationship between Income level and Price preference for Smart Watch.

FACTORS	CALCULATED VALUE	D. F	P. VALUE
Income Level	23.400	3	.000
Price Spent	62.000	3	.000

Source: Author's Computation

The P – Value is less than 5% level of significance, so the null hypothesis rejected.

5.2: Spearman's Rank Correlation Coefficient

Spearman's Rank Correlation Coefficient			Price	Quality	Battery life	Design	Comfort	Brand Reputation	Durability
Spearman's Rho	Price	Correlation Coefficient	1.000	.559**	-.458**	-.705**	-.579**	-.402**	-.470**
		Sig. (2 – tailed)		.000	.000	.000	.000	.000	.000
		N	100	100	100	100	100	100	100
	Quality	Correlation Coefficient	.559**	1.000	-.175	-.502**	-.656**	-.778**	-.319**
		Sig. (2 – tailed)	.000		.081	.000	.000	.000	.000
		N	100	100	100	100	100	100	100
	Battery life	Correlation Coefficient	-.458**	-.175	1.000	.446**	.244*	-.063	-.159
		Sig. (2 – tailed)	.000	.081		.000	.014	.536	.115
		N	100	100	100	100	100	100	100
	Design	Correlation Coefficient	-.705**	-.502**	.446**	1.000	.225*	.174	.023
		Sig. (2 – tailed)	.000	.000	.014	.025		.000	.000
		N	100	100	100	100	100	100	100
	Comfort	Correlation Coefficient	-.579**	-.656**	.244*	.225*	1.000	.472**	.445**
		Sig. (2 – tailed)	.000	.000	.014	.05		.000	.000
		N	100	100	100	100	100	100	100
	Brand Reputation	Correlation Coefficient	-.402**	-.778**	-.063	.174	.472**	1.000	.280**
		Sig. (2 – tailed)	.000	.000	.536	.084	.000	.005	
		N	100	100	100	100	100	100	100

Durability	Correlation Coefficient	-.470**	-.319**	-.159	.023	.445**	.280**	1.000
	Sig. (2 – tailed)	.000	.001	.115	.821	.000	.005	
	N	100	100	100	100	100	100	100

Source: Author's Computation

Spearman's Rank Correlation Coefficient, r_s is 0.225 and 0.244. It indicates a positive association between the variables at 5% level of significance. It concluded that, the factors such as design and comfort are influencing to purchase smart watch.

VI.FINDINGS

- There is a significant relationship between Age and Level of Agreement for Smart Watch.
- There is a significant relationship between Income level and Price preference for Smart Watch.
- Spearman's Rank Correlation Coefficient, r_s is 0.225 and 0.244. It indicates a positive association between the variables at 5% level of significance. It concluded that, the factors such as design and comfort are influencing to purchase smart watch.

VII. CONCLUSION

This study has shown that customer perception and purchase intention towards smart watches is highly positive. Customers find the features of smart watches to be useful, innovative and convenient. Furthermore, customers also perceive smart watches as a way to stay connected and to enhance their lifestyle. The majority of customers have a positive attitude towards smart watches and are willing to purchase them. This indicates that the smart watch industry has a great potential for growth. Smart watch manufacturers should strive to continuously improve the features of their products in order to remain competitive. Additionally, they should work towards creating more engaging marketing campaigns to further increase customer purchase intention.

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