

A STUDY ON CUSTOMER ATTITUDE AND BEHAVIOR AMONG SMARTWATCH USERS

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ABSTRACT:

The study explores customer attitudes and behaviors towards smart watches, focusing on their impact on daily life, health, and fitness. Based on a sample size of 126 respondents from Coimbatore, the study reveals that smartwatches are popular among young individuals, especially females aged 15-21. Key preference includes fitness tasking, long battery life and stylish designs, with brands like fire bolt being the most favoured. Statistical tools such as percentage analysis, chi-square tests and ranking analysis indicates no signified relationship between age or gender and smartwatch usage patterns. Findings highlights customer satisfaction with smartwatches, emphasizing their roles as essential devices. The study concludes that smartwatches are positively perceived, with growing demand for advance features like blood sugar monitoring and ECG driving industry growth and innovation.

Keywords: Smartwatches, customer behavior, attitude, smartwatch users

INTRODUCTION OF THE STUDY:

To successfully launch a smartwatch, it's important to understand customer attitudes and behaviors of smartwatches. Customer asses smartwatches based on factors like health tracking, connectivity, design, and overall value. Customer behavior how customer look for, buy and use the product most start by researching online, comparing features, and asking for advice from friends or influencers. In this study focus on smart watch is a usable devices for our day to day life in modern technology. Happy customer after stay loyal to the brand and share their opinions, which can influence other understanding these attitude and behavior helps companies make better product and marketing plans. In customer view the smartwatch as a popular and stylish accessory in society.

STATEMENT OF THE PROBLEM:

Watches are an essential part of daily life. However, the increasing availability of counterfeit watches in various styles, colors, and at low prices has significantly influenced customer attitudes and buying behaviors toward branded watches. Additionally, smartwatches face specific issues, such as poor screen visibility in sunlight, easily damaged straps, and the unavailability of alternative straps in the market. These challenges highlight the shifting preferences and concerns of smartwatch users in the current market.

OBJECTIVES OF THE STUDY:

- ☐ To study the demographic profile of the respondents.
- ☐ To evaluate the effectiveness of smart watch usage.
- ☐ To examine the attitude and preference of customer.
- ☐ To analyze the behavior of smart user.

LIMITATIONS OF THE STUDY:

- ☐ The study is limited by a sample size of only 126 respondents.
- ☐ Time and resource constraints: limited time, budget or resource may restrict the scope or depth of the study.

- ☐ Finding may not be applicable to other context, population.

REVIEW OF LITERATURE:

1. Ms. S. Magdalene, Dr. p. Jona Jenifer (2023) "A Study on customer perception and purchase intention towards smartwatch". This study shows that customer attitude towards smartwatch in highly positive customer also prefer smartwatch to enhance their life style and find features of smartwatch useful and convenient. The sample size obtained for the study was 100. The simple random sampling techniques were used in the research .data collected for the study through primary data and secondary data. Statistical tools like descriptive statistics and frequency analysis have been used for data analysis. Based on the study indicates continuous market growth with increase the features of smartwatch.
2. Nandita k.a.l.et (2023) according to evaluating customer perception towards smart watch with preference to Chennai city . say that smart watch is very popular among the now a day because of health reason and also fashion that smart watch provided. The sample size obtained for the study is 8%.the proposed research model and hypothesis improved. Data collected for the study through primary data. statistics and frequency analysis have been used for data coming up with new update. The perspective of the respondents changes from the age group. Whether the apple watch is success or not, the image of smart watch never fade.

RESEARCH METHODOLOGY:

Research Design

The research design adopted for this study is descriptive in nature. It aims to analyze customer attitudes and behaviors towards smartwatch usage based on demographic factors, preferences, and user effectiveness.

Sampling Method

The sampling method used is simple random sampling. This method ensures that the selected respondents adequately represent the target population.

Population

The target population for the study includes individuals who use smartwatches.

Sample Size

A total of 126 respondents were selected as the sample size for the research.

Data Collection:

Primary Data Collection:

The data is collected the various sources initials questionnaire method is applied for primary data collection.

Secondary Data Collection:

Data is collected from various journals, article, magazines, books, and others.

Area of study:

This study focuses on customer attitude and behaviour smart watch in Coimbatore city.

Tools used for the study:

- ☐ Simple percentage
- ☐ Chi-square test
- ☐ Rank analysis

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ANALYSIS AND INTERPRETATION:

SIMPLE PERCENTAGE ANALYSIS

TABLE NO: 7.1.1 AGE

Age	Frequency	Percentages
15-21	69	54.8
22-30	43	34.1
31-40	8	6.3
Above 40 Years	6	4.8
Total	126	100

Source: primary data

Interpretation: From the above table its is observed that the 54.8% of the respondents are 1521 age group. There were respondents in the age group of 22-30, representing 34.1% of total sample. The 31-40 age group constitutes 6.3% and 4.3% respondents were between the age of above 40 years.

TABLE:7.1.2 GENDER

GENDER	Frequency	Percentages
Male	54	42.9
Female	72	57.1
Total	126	100

Source: Primary data

Interpretation: The above table represents the majority 57.1% of respondents were female and 42.9% of respondents were male.

TABLE :7.1.3 EDUCATION QUALIFICATION

Education qualification	Frequency	Percentages
Undergraduate	61	48.4
Postgraduate	21	16.7
Professional	31	24.6
Others	13	10.3
Total	126	100

Source: primary data

Interpretation: The majority of individuals 48.4% are undergraduate, 24.6% respondents were professional, 16.7 respondents were postgraduate, 10.3%repondents were others streams.

TABLE :7.1.4 MONTHLY INCOME

Monthly income	Frequency	Percentages
Up to 15000	74	58.7
15001-25000	11	8.7
25001-40000	31	10.3
Above 40000	13	22.2
Total	126	100

Source: primary data

Interpretation: The above table a majority 58.7% of individuals earn up to 15000, 22.2% of respondents were earn up to above 40000,10.3% of respondents were earn up to 2500140000,8.7% of smaller respondents were earning up to 15001-25000.

TABLE NO:7.1.5 MARITAL STATUS

Marital status	Frequency	Percentages
Married	23	18.3
Unmarried	103	81.7
Total	126	100

Source: primary data

Interpretation: From the above table it interpreted that majority 81.7% of respondents were unmarried and 18.3% of respondents were married.

TABLE NO:7.1.6 DURATION OF USING SMARTWATCH

Duration of using smart watch	Frequency	Percentages
Less than 1 year	27	21.4
1-2 years	56	44.4
3-4 years	30	23.8
5+ years	13	10.3
Total	126	100

Source: Primary data

Interpretation: The above table represents that 44.4% respondents using 1-2 years, 23.8% respondents using 3-4 years, 21.4% respondents using less than 1 years,10.3% respondents using 5+ years.

TABLE NO:7.1.7 USAGE OF CURRENT BRAND

Usage of brand current usage	Frequency	Percentages
Apple	13	10.3
Fire bolt	42	33.3
Noise	16	12.7
Samsung galaxy	27	12.4
others	28	22.2
Total	126	100

Source: primary data

Interpretation: From the above table represent that 33.3% of respondents prefer Fire Bolt, 22.2% of respondents prefer other brand ,21.4% of respondents prefer Samsung galaxy. 12.7% of respondents prefer Noise, 10.3% of respondents prefer Apple.

TABLE NO:7.1.8 IMPACT OF SMARTWATCH IN DAILY LIFE

Impact of smart watch in daily life	Frequency	Percentages
Strongly agree	69	54.8
Agree	36	28.6

Neutral	19	15.1
Disagree	2	1.6
Total	126	100

Source: primary data

Interpretation: The above table represent that 54.8% respondents are strongly agree, 28.6% respondents are agreed, 15.1% respondents are neutral, 1.6% respondents are disagree.

TABLE NO:7.1.9 FEATURES OF SMARTWATCH USAGE FREQUENCY

Features of smart watch usage	Frequency	Percentages
Fitness tracking	62	49.2
Notification	23	18.3
Time	36	28.9
Calls	5	4
Total	126	100

Source: primary data

Interpretation: From the above table represent that 49.2% respondents like fitness tracking, 28.9% respondents like time, 18.3% respondents like notification, 4% respondents like calls.

TABLE NO:7.1.10 SATISFACTION LEVEL OF SMART WATCH

Impact of smart watch in daily life	Frequency	Percentages
Strongly agree	69	54.8
Agree	36	28.6
Neutral	19	15.1
Disagree	2	1.6
Total	126	100

Source: primary data

Interpretation: From the above table represents that 54.8% respondents are very satisfied, 41.3% respondents are satisfied, 4% respondents are dissatisfied.

TABLE NO: 7.1.11 SIGNIFICANT ISSUES OF SMART WATCH

Significance of smart watch	Frequency	Percentages
Battery	63	50
Connectivity	34	27
Performance	19	15.1
Notifications	10	7.9
Total	126	100

Source: primary data

Interpretation: From the above table represent that 50% respondents say battery, 27% respondents say connectivity, 15.1% respondents say performances, 7.9% respondents say notifications.

TABLE NO:7.1.12 DURATION OF SOFTWARE UPDATION

Duration of software updation	Frequency	Percentages
Automatically	70	55.6
Whenever there an update	35	27.8
Monthly	7	5.6
Rarely	14	11.1
Total	126	100

Source: primary data

Interpretation: The above table represents that 55.6% respondents are automatically, 27.8% respondents are whenever there an update, 11.1% respondents are rarely, 5.6% respondents are monthly.

TABLE NO :7.1.13 FACTORS AFFECTING THE USAGE OF SMART WATCH

Factors affecting the usage of smart watch	Frequency	Percentages
Essential	67	53.2
Useful but not essential	33	26.2
Nice to have but a luxury	18	14.3
Unnecessary	8	6.3
Total	126	100

Source: primary data

Interpretation: The above table represents that 53.2% respondents usage essential, 26.2% respondents usage useful but not essential, 14.3% respondents are nice to have but a luxury, 6.3% respondents usage unnecessary.

TABLE NO:7.1.14 FUTURE ENHANCEMENT EXPECTATION IN SMART WATCH FEATURES

Future enhancement expectation in smart watch features	Frequency	Percentages
Long battery life	63	50
More advanced health monitoring	27	21.4
Enhanced customisation option	25	19.8
Improved integration with other devices	11	8.7
Total	126	100

Source: primary data

Interpretation: The above table represents that 21.4% respondents wants long battery life, 21.4% respondents say more advanced health monitoring, 19.3% respondents wants enhanced customisation option, 8.7% respondents want Improved integration with others device.

TABLE NO:7.1.15 IMPACT OF SMART WATCH IN HEALTH & FITNESS

Impact of smartwatch in health & fitness	Frequency	Percentage
Motivation	68	54
Tracking	31	24.6
Progress	15	11.9
Awareness	12	9.5
Total	126	100

Source: primary data

Interpretation: The table represents that 54% of respondents want motivation, 24.6% of respondents want tracking, 11.9% of respondents want progress, 9.5% of respondents want awareness.

TABLE NO:7.1.16 IMPACT OF LONG-TERM USAGE OF SMARTWATCH

Impact of long-term usage of smartwatch	Frequency	Percentage
Positive	82	65.1
Neutral	35	27.8
Negative	3	2.4
Uncertain	6	4.8
Total	126	100

Source: primary data

Interpretation: The above table represents that 65.1% respondents says positive, 24.8% respondents say neutral, 4.8% respondents say uncertain, 2.4% respondents says that negative.

TABLE NO:7.1.17 MOSTLY INTERACTION WITH SMARTWATCH

Mostly interaction with smartwatch	Frequency	Percentage
Touch screen	90	71.4
Voice commands	8	6.3
Physical button	13	10.3
Smart app	15	11.9
Total	126	100

Source: primary data

Interpretation: From the above table represents that 71.4% respondents say touch screen, 11.9% respondents say smart app, 10.3% respondents say physical buttons, 6.3% respondents say voice commands.

CHI-SQUARE ANALYSIS

Hypothesis No.1

Null Hypothesis (Ho): There is no significant relationship between Age and Features of smart watch usage.

TABLE NO: 8.1.1 Relationship between Age and Features of smart watch usage.

Particulars	Fitness	Innovation	Notification	Style	Total
15-21	37	10	6	16	69
22-30	21	5	2	15	43
31-40	3	0	0	5	8
Above 40	1	2	2	2	6
Total	62	10	10	38	126

Chi—square value	Degree of freedom	PV value	Table value or CV value+
1.536633	9	0.224095	1.91898

Source: Primary data

Interpretation: From the above table, it is found that the p value is 0.22 more than the expected value < 0.05 here there is no significant relationship between age and decision making.

TABLE NO:8.1.2 Relationship between gender and daily usage frequency of smart watch. Hypothesis No.2

Null Hypothesis (Ho): There is no significant relationship between gender and daily usage frequency of smart watch.

Row Labels	Every day	Occasionally	Only during workouts	Rarely	Total
Female	46	11	12	3	72
Male	36	7	5	6	54
Total	82	18	17	9	126

Chi-square value	Degree of freedom	PV value	Table value or CV value
0.043234	3	0.321988	7.814728

Interpretation: From the above table, it is found that the p value is 0.32 more than the expected value < 0.05 here there is no significant relationship between gender and daily usage frequency of smart watch.

RANK ANALYSIS:

TABLE:9.1.1 PREFERENCE OF FEATURES OF SMARTWATCH USERS.

S.No	VARIANTS	NO OF RESPONDENTS	RANK
1	Battery life	57	1
2	Fitness tracking	12	3
3	Notification management	6	6

4	Design	25	2
5	Water resistance	11	4
6	GPS and navigation	5	7
7	Price and value	10	5

Source: primary data

Interpretation: The above table represents the customer preferred features in smart watch as the respondents gave Battery life as 1st rank, Design as 2nd rank, fitness tracking as 3rd rank, water resistance as 4th rank, price and value as 5th rank, notification management as 6th rank, GPS and navigation as 7th rank.

FINDINGS:

- ☐ Most respondents (54.8%) belong to the age group of 15-21 years.
- ☐ The majority of respondents (57.1%) are female.
- ☐ The majority of respondents (48.4%) have an undergraduate qualification.
- ☐ Most respondents (58.7%) have a salary range of up to 15000.
- ☐ The majority of respondents (81.7%) are unmarried.
- ☐ The majority of respondents (44.4%) are duration of using.
- ☐ The majority of respondent (33.3%) prefers fire bolt.
- ☐ The majority of respondents (54.8%) are strongly agree.
- ☐ Most majority of respondents (49.2%) likes fitness tracking.
- ☐ The majority of respondents (54.8%) are very satisfied.
- ☐ The majority of respondents (50%) issues are battery life.
- ☐ The majority of respondents (55.6%) gave automatically.
- ☐ The majority of respondents (53.2%) says essential.
- ☐ Most majority of respondents (21.4%) says long battery life.
- ☐ The majority of respondents (54%) prefers motivation.
- ☐ The majority of respondents (65.1%) says positive.
- ☐ Most majority of respondents (71.4%) says touch screen.
- ☐ There is a no significant relationship between Age and decision making of smart watch uses.
- ☐ There is no significant relationship between Gender and daily usage frequency of smart watch.

SUGGESTION:

The majority of respondents suggested improving the battery life of smartwatches. Customers expressed a desire for more advanced features, such as blood sugar monitoring, enhanced sleep analysis, and extended battery life. Many customers indicated that smartwatch prices are relatively high and need to be made more affordable. Regular updates and feature enhancements in smartwatches are recommended to meet customer expectations and remain competitive in the market.

CONCLUSION:

The study highlights that customer attitudes and behaviors towards smartwatches show a strong appeal, particularly among younger consumers. The findings reveal that smartwatches are valued for features like health and fitness tracking, design, and battery life. However, there is significant room for improvement in advanced functionalities and pricing. Customers expressed interest in additional features such as blood sugar monitoring, enhanced sleep analysis, and longer battery life. At the same time, challenges such as

the availability of cheaper alternatives and durability issues, particularly with straps, require attention. The study emphasizes the importance of understanding customer preferences and behaviors to help brands refine their products and marketing strategies to meet evolving consumer demands. With ongoing innovation and a growing demand for advanced features that enhance daily living, the smartwatch market is poised for continued expansion.

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