



A STUDY ON CUSTOMER PREFERENCE TOWARDS PURCHASE OF SMART WATCHES IN COIMBATORE CITY

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ABSTRACT

The present study focuses on customer preference towards purchase of smartwatches at Coimbatore city. The development and advance of technology are massive this time. Smartwatch is one of the acknowledged smart wearables. Understanding customer preference equips you to achieve customer satisfaction, brand image and customer loyalty. The study intended to analyze the consumer perception and purchase behavior towards smartwatch which helps to understand the customer expectations and reasons for choosing the product.

KEYWORDS: Smartwatch, Purchase behavior, Customer preference

INTRODUCTION

The technological improvement in the recent years have changed the performance of electronic products. The ordinary mobile phones have become smartphones and similarly watches have become smartwatches. The smartwatch is accompanied with smartphone so that it can used to attend mobile calls, access notification and used to store health records etc. Customers are substantial because they can help to promote brands and they can influence the opinions of other prospective customers by using word-of-mouth and internet reviews. Today's consumers are too smart to buy their demands through various means. Customer preference is an expectations, likes, stimulation and tendency that drive customer to purchase specific products. It plays an important role to purchase a product. This paper aimed to analyses the customer preference towards purchase of smart watches with in Coimbatore city. Customers are not parallel in their behavioral pattern, attitudes, needs and expectations. In this study, customer perception is referring to smartwatch users who already owned or used smartwatch in their daily lives.

SCOPE OF THE STUDY

- This study focused on behaviour and preference of the customers towards purchase of smart watches.
- The study analyses the customer perception towards brand, price and performance of smart watches.
- The scope of the study is limited to Coimbatore city.

STATEMENT OF THE PROBLEM

Customer gets confused to choose the product due to multiple number of alternatives available in the market. It is difficult to identify the customer needs and wants. The problem stated as, which factor will be enhanced to buy the smart watch and which will help to improve the purchase among customers. To find the current preference and satisfaction about smartwatches rooted in the minds of customers. And find out the various problems (battery drain, touch screen problems, sketchy voice control) faced by the customers while purchasing smart watches.

OBJECTIVES OF THE STUDY

- To study about the factor that influence the customer to purchase smart watches.
- To identify which brand of smart watch has highest usage.
- To find the level of satisfaction among smart watch using customers.

SAMPLE SIZE

A sample of 152 smart watch users were selected on the basis of sampling method with the point of view customers how they are aware about smart watches.

STATISTICAL TOOLS USED FOR DATA ANALYSIS

The tools used are

- Percentage Analysis
- Rank Analysis
- Chi square Analysis
- Regression Analysis

METHODS OF DATA COLLECTION

In this study both primary and secondary data collection methods were used for analysis.

PRIMARY DATA

Primary data is an original data that is attained directly from the first-hand source through trails, surveys or observations.

SECONDARY DATA

Secondary data is any information that have gathered by someone other than the primary user. The information is collected from books, magazines, newspapers, journals, periodicals, websites etc.

LIMITATIONS OF THE STUDY

- The study was focused only in Coimbatore city.
- The study has been conducted within a period of 4 months.
- The data has been collected from only 152 respondents.
- Findings and suggestions given on the basis of the study cannot be assumed to entire population.

REVIEW OF LITERATURE

- **Niknejad et al. 2020.** According to his findings, research on smart wearables has dramatically increased in recent times, with medicine being the dominant field. The researchers found that perceived utility is the influencing factor for the adoption of most smart wearables. Other influential factors are privacy concerns, perceived enjoyment, and perceived convenient.
- **K. L. Hsiao & Chen, 2018** Attitude is the main factor impacting consumers' purchase and usage intention. Purchase intention is all about the possibility of purchasing a new technology. Different constructs like Perceived utility, Compatibility, Relative Advantage, Ease of Use, Hedonic Motivation, Aesthetic appeal, Social Influence affect the attitude of Consumers which lead consumers towards purchase intention.
- **Khakurel et al. 2018** researched studies from 2000 to 2016 on the use of wearable devices in various workplaces to study the feasibilities they offer as well as the challenges arising from their use. They found that smart wearable technology has the possibility to increase employee productivity, improve their physical well-being, and reduce any work-related injuries.
- **Almeida et al., 2017; Jung et al., 2016** Brand is one of the significant factors which affect choice and adoption intention of consumer for new technology product. It is more important in case of product with unique functionality. Choosing a branded product help to deal with financial, functional and psychological risk with its honest, reliable and hardworking image to deal with uncertain product qualities. Brand has positive impact on behavioral intention for an electronic product.
- **Choi and Kim 2016** studied smartwatches as IT and fashion innovation products. The finding indicate that the characteristics of smartwatches as fashion products significantly explain the intention to use a smartwatch. In this study, the smartwatch is not yet considered a luxury commodity. The manufactures of smartwatch other than smartphone brands are high fashioned and luxurious sports brands, such as Diesel, Emporio Armani, Fossil, Michael Kors, and Misfit [17], which are well known as high-class brands.
- **Amin et al. 2015** To examine smart watches' impact on the development of basic linguistic abilities, shape recognition, and ability to tell time. The use of smart watches had a positive effect on students' academic performance and reinforced their interest in learning.

- **Kalantarian & Sarrafzadeh, 2015** The behavioral intention of smartwatch users is negatively influenced by privacy risk because smartwatches collect lot of physical activity data during usage. The smartwatch had also been used for helping to consumers from the perspective of health and medical related applications.
- **Dr.Pkishorekumar and V venkateshwarlu, 2014**, Conducted a study on customer perception and purchasing intention toward smart watches, found that consumers believe smart watches can be used to complete personal and professional tasks very conveniently. The consumers are believe that smart watches are fair priced and they are likely own a smart watch in future to perform variety of works.
- **Melewar et al., 2013** The brand has a vital role in shaping the image and guaranteeing the success of a product in the market. In the aspect of the marketing mix, brands play a prominent role in competitive advantage.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

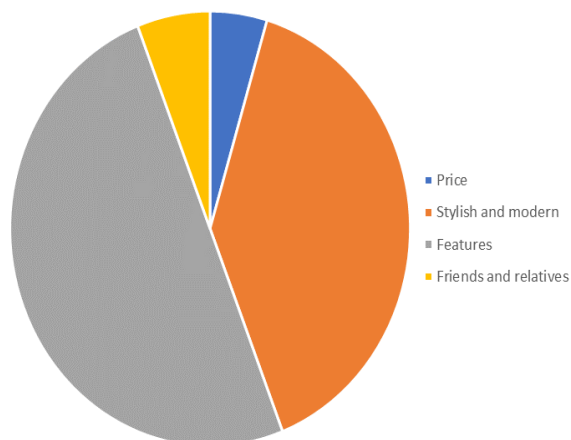
FACTOR INFLUENCE TO BUY THE SMART WATCH

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Features	76	50
2	Stylish and modern	60	39.5
3	Friends and relatives	9	5.9
4	Price	7	4.6
	TOTAL	152	100

SOURCE: Primary Data

INTERPRETATION

The above table shows that, 50% of the respondents are influenced by features, 39.5% of the respondents are influenced by stylish and modern, 5.9% of the respondents are influenced by friends and relatives and 4.6% of the respondents are influenced by price.



RANK ANALYSIS**RANK THE VARIOUS BRANDS OF SMART WATCH**

FACTORS	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	TOTAL	RANK
Apple	55	47	40	9	1	152	II
	275	188	120	18	1	602	
Samsung	43	74	28	5	2	152	I
	215	296	84	10	2	607	
Boat	34	48	44	25	1	152	IV
	170	192	132	50	1	545	
Fire-boltt	25	56	50	17	4	152	VI
	125	224	150	34	4	537	
Noise	29	57	53	9	4	152	III
	145	228	159	18	4	554	
Garmin	27	51	55	15	4	152	V
	135	204	165	30	4	538	

SOURCE: Primary Data

INTERPRETATION

From the ranking analysis, it is found that Samsung is ranked first, Apple is ranked second, Noise is ranked third, Boat is ranked fourth, Garmin is ranked fifth and Fire-boltt is ranked sixth by the respondents.

REGRESSION ANALYSIS**OCCUPATION AND LEVEL OF SATISFACTION WITH SMART WATCH****HYPOTHESIS**

H₀: There is no relationship between the occupation and level of satisfaction with smart watch.

H₁: There is relationship between the occupation and level of satisfaction with smart watch.

REGRESSION

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.815	.132		13.758	<.001
Occupation	.049	.038	.104	1.282	.202

SOURCE: Primary Data

INTERPRETATION

It is clear from the above table shows that the significance F value 0.202 is greater than P-value 0.05. Hence null hypothesis is accepted. So, it can be concluded that there is no significance between occupation and level of satisfaction with smart watch.

CHI SQUARE ANALYSIS**AGE GROUP AND AWARENESS OF SMART WATCH**

AGE GROUP	AWARENESS				TOTAL
	Social Media	Television	Newspaper & Magazines	Friends & Relatives	
Below 20 Years	15	2	3	6	28
21-30 Years	36	12	12	23	83
31-40 Years	17	2	0	21	40
Above 40 Years	0	2	0	1	3
TOTAL	68	18	15	51	152

To find out the association between age group and awareness level of respondents, chi square test is used and result is given below.

HYPOTHESIS

There is an association between age group and awareness through level of respondents.

CHI SQUARE TEST

Factor	Calculation value	Degree of freedom	Table value	RESULT
Pearson chi – square	24.513 ^a	9	16.92	Rejected

INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at (0.05) level is greater than the table value. Hence the hypothesis is rejected. So, it can be concluded that there is an association between age group and awareness through level of respondents.

FINDINGS

- 50% of the respondents are influenced by features to purchase smart watch.
- Samsung is ranked I by the respondents, Apple is ranked II by the respondents and Noise is ranked III by the respondents.
- There is an association between age group and aware of smart watch through level of respondents.
- There is no impact on occupation and level of satisfaction with smart watch.

SUGGESTIONS

- To increase variety of design of smartwatches.
- Smart watches are priced based on its features.
- Updates of apps must be available frequently.
- To improve the market and make the product in segmentation vice to reach each and every customer.

CONCLUSION

The present study covered the attribute that influence the customers to purchase smartwatches at Coimbatore city. The social media has created lot of awareness about smart watch among customers. The study concludes that features and modern are main factors which influence the customer to make purchase and customers are satisfied with the smart watch. Though there is an increasing demand for all variety of smartwatches, but few suggestions are considered by the manufacturer. The company has to put its efforts in improving the features and changing the outlook to appeal and attract potential customers for its product.

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