



A Study on Consumer Buying Behaviour Towards Smartwatches

Dr. N. RAMYA¹

Associate Professor, Department of Commerce With Professional Accounting

Dr. N. G. P Arts and Science College, Coimbatore, Tamil Nadu, India

Mr. Dharanitharan M²

Department of commerce with Professional Accounting

Dr. N. G. P Arts and Science college, Coimbatore, Tamil Nadu, India.

ABSTRACT

This study examines consumer buying behaviour towards smartwatches, focusing on the factors that influence purchase decisions. As smartwatches gain popularity for their health tracking, fitness monitoring, and connectivity features, consumers increasingly value aspects like design, battery life, affordability, and advanced health functions. The research highlights that buyers are mostly influenced by product features, personal research, and peer suggestions. It also identifies battery life and frequent upgrades as common concerns among users. The findings suggest that brands should enhance essential features, offer competitive pricing, and focus on user-friendly designs to better meet consumer expectations in the growing smartwatch market.

Keywords: Smartwatches, Battery Life, Design, Brand Preference, Price Sensitivity.

INTRODUCTION

Smartwatches have rapidly gained popularity as a part of modern wearable technology, blending style with advanced features like fitness tracking, health monitoring, call notifications, and GPS navigation. As consumer interest in health and convenience grows, these devices have become essential for tech-savvy and health-conscious individuals. Factors such as design, battery life, pricing, brand reputation, and product features play a vital role in shaping consumer buying behaviour. This study aims to explore these factors and understand the preferences, motivations, and challenges faced by consumers when purchasing smartwatches, offering valuable insights for brands to improve their products and marketing strategies.

STATEMENT OF THE PROBLEM

Smartwatches are becoming more popular, but many factors affect consumer buying decisions. People choose smartwatches based on features, price, brand, and social influence. However, some find it difficult to decide which smartwatch best suits their needs. This study aims to explore the key reasons why consumers buy smartwatches and the challenges they face, helping companies improve their products and marketing strategies.

SCOPE OF THE STUDY

This study focuses on understanding consumer buying behaviour toward smartwatches. It examines factors such as price, features, brand image, and social influence that affect purchasing decisions. The research includes a survey of different consumer groups to analyse their preferences and decision-making process. The findings will help smartwatch companies improve their marketing strategy and develop products that better meet consumer needs.

OBJECTIVE OF THE STUDY

- To analyse the demographic profile of smartwatch consumers.
- To identify the key factors influencing consumer buying behaviour.
- To assess the impact of technology and innovation on smartwatch adoption.
- To evaluate the psychological and social influences affecting purchasing decisions.

RESEARCH METHODOLOGY

The study will adopt a descriptive research design to understand consumer preferences, factors influencing buying decisions, and purchasing patterns related to smartwatches. A quantitative approach will be used to collect and analyse data.

RESEARCH DESIGN

- **Sampling size:** 125 Respondents
- **Sampling technique:** Convenience Sampling Technique
- **Statistical Tools used:** Percentage Analysis, Frequency Analysis Ranking Analysis, Likert Scale Analysis.
- **Primary data:** Questionnaires “collected from 125 respondents.”
- **Secondary data:** Journal, books and websites.

LIMITATIONS OF THE STUDY

- The study may have a limited sample size, which may not represent all smartwatch consumers.

- Findings may not reflect broader market trends due to regional focus.
- Self-reported data may introduce bias or inaccuracies in responses.

FINDING AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS:

Percentage = Number Of Respondents/ Total Number Of Respondent* 100

INTERROGATION	RESPONSE	FREQUENCY	PERCENTAGE
Brand owned by the respondent	Apple	9	7.2
	Samsung	20	16.3
	Fitbit	39	31.7
	Noise	30	24.4
	Boat	18	14.6
	Fire-bolt	9	7.3
	TOTAL	125	100
Technological Improvements In Newer Smartwatch Models	Yes, every new model has major improvement	44	35.2
	Some improvements, but not always necessary	62	50.4
	No, most models are similar	19	15.4
	TOTAL	125	100
Decision To Buy A Smartwatch	Social media & influencer recommendations	17	13.6
	Friends & family suggestions	32	26
	Personal research (reviews, articles)	52	42.3

	Brand loyalty	15	12.2
	Other (please specify)	9	7.3
	TOTAL	125	100

INTERPRETATION:

The survey shows that Fitbit (31.7%) and Noise (24.4%) are the most owned smartwatch brands, reflecting a strong preference for affordable, feature-rich options. In terms of technological advancements, 50.4% believe new models offer some improvements, though not always necessary, while 35.2% see major improvements in every release. When it comes to purchase decisions, 42.3% rely on personal research, followed by 26% influenced by friends and family, whereas social media (13.6%) and brand loyalty (12.2%) have lesser impact. This suggests that buyers are largely value-driven and informed, prioritizing functionality and trusted opinions over marketing or brand attachment.

RANKING ANALYSIS:

Table Showing The Challenges Faced by Smartwatch Buyers

S.NO	FACTOR	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
1	Price	51(5) 225	3(4) 12	2(3) 6	4(2) 8	62(1) 62	313	4
2	Brand reputation	2(5) 10	48(4) 192	9(3) 27	60(2) 120	3(1) 3	253	5
3	Features & Technology	2(5) 10	4(4) 16	108(3) 324	6(2) 12	2(1) 2	364	3
4	Battery life	4(5) 20	63(4) 252	2(3) 6	49(2) 98	4(1) 4	380	2
5	Design & comfort	63(5) 315	4(4) 16	1(3) 3	3(2) 6	51(1) 51	391	1

INTERPRETATION

The table shows that financial advisors ranked as 6, friends/ family ranked as 3, online research ranked as 1, business news channels ranked as 4, social media/ influencers ranked as 5 and investment apps/ platforms ranked as 2.

LIKERT SCALE ANALYSIS

S.No	Aspect	VerySatisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Likert Scale Score
1	Importance of Smartwatch Battery Life in Purchase Decision	15	37	49	19	5	4.37
2	Perception of Smartwatch Ownership	18	33	49	21	4	3.96
3	Satisfaction with Their Smartwatch Purchase	11	50	44	15	5	3.99

INTERPRETATION

The findings indicate that battery life is a top priority for users when choosing a smartwatch, with a high mean score of 4.37, reflecting its strong influence on purchase decisions. The perception that smartwatch ownership enhances lifestyle or status received a mean of 3.96, suggesting that most respondents agree it adds value to their lifestyle. Additionally, the satisfaction level with smartwatch purchases scored 3.99, showing that users are generally pleased with their devices. Overall, the responses reflect a positive outlook on both the functional and lifestyle aspects of smartwatch use.

SUGGESTION

Manufacturers should prioritize enhancing battery life, as it remains a key concern for users. Given that design and comfort are major purchase factors, brands should also focus on creating stylish and wearable models. Offering affordable pricing, particularly in the ₹5,000–₹10,000 range, can help attract a broader consumer base. Additionally, improving advanced health features like sleep and fitness tracking will add significant value. Building a strong brand reputation through effective marketing and trust-building strategies can further influence buyer decisions. Lastly, promoting product awareness and educating users about new innovations can encourage more consumers to upgrade their smartwatches.

CONCLUSION

The study shows that design, battery life, and health features are top priorities for smartwatch buyers, while price matters more than brand reputation. Most consumers rely on personal research and are cautious about frequent upgrades unless improvements are significant. Positive user experiences drive recommendations, but concerns like battery performance and upgrade value remain. To boost adoption, brands should enhance key features, offer affordable options, and educate users on new technologies.

REFERENCE

1. Dr. P. Kishore Kumar, V. Venkateshwarlu “Consumer Perception and Purchase Intention towards Smartwatches” IOSR Journal of Business and Management
2. Bhanwar Singh “Consumer Behaviour of Smartphone Users” in Volume

BOOKS:

1. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education, New Delhi.
2. Majumdar, R. (2010). *Consumer Behaviour: Insights from Indian Market*. PHI Learning Pvt. Ltd., New Delhi.

WEBSITES

1. <https://www.statista.com>
2. <https://www.ibef.org>
3. <https://techcrunch.com>

