

Factors Affecting Consumers' Intention to Buy Smart Watches among Indian youth: (Brand, Health Consciousness, Societal influence, Cost, Operational imperfections)

Prof (Dr) T. Muthu Kumar, Md.Enamul Haque, Mohammed Nawaz Sharif
Xavier Institute of Management & Entrepreneurship, Bangalor

Abstract-The ability of smartwatches to dramatically impact daily life and enhance the user's well-being, decision-making, and behavior has been seen to occur swiftly in the digital era. Smartwatches are the most popular category of wearable devices, despite the fact that they are still in the adoption process. In light of this, the current work has been carried out to enhance academic understanding of factors influencing customers' purchasing intentions. To achieve this goal, we used Descriptive statistics. The data was gathered through an online survey (n = 308). We found out that brand and health consciousness positively influence buying behavior, Social Influence and operational Difficulties negatively influence buying behavior Finally Cost has a neutral effect on buying the behavior of smartwatch.

Keywords: Brand, Health Consciousness, Societal influence, Cost, Operational imperfections, Consumer buying behavior, wearables, smartwatches, social influence, personal influence, Wearable Devices, Smartwatch, Tam, User adoption, Intention to Use.

INTRODUCTION

Information is now readily available in real-time whenever and wherever thanks to modern technological developments and the widespread use of mobile devices like smartphones and smartwatches around the globe. The idea of mobility is also being effortlessly advanced by wearable technology from being something that is only carried about. As a result, personal is being utilized more frequently. more advanced communication When it comes to technology, wearables are those sophisticated electronic devices and computers that may be fitted into a widerange of daily-use clothing accessories and are worn on or attached to the body. These devices are

designed to provide users with an integrated, seamless experience. Through the use of sensors and software that facilitates rapid information, wearable technology's primary goal is to provide people a sense of self-connection. access, data interchange, and communication.

Consequently, To find out the - Factors Affecting Consumers' Intention to Buy Smart Watches among Indian youth: (Brand, Health Consciousness, Societal influence, Cost, Operational imperfections.

LITERATURE REVIEW

DETERMINANTS OF USERS' INTENTION TO USE SMARTWATCH BY - NURAMUHAMMAD BABA, AHMAD SUHAIMI BAHARUDIN, ALI SAEED ALOMARI-

This study looked into the extent and factors that influence students' intent to use smartwatches. Therefore, the study looked at how a user's behavioural intention to use a smartwatch is impacted by perceived utility, perceived ease of use, cost, privacy, and health risk. Cost, privacy, and health risk did not have a negative impact on users' propensity to use smartwatches, according to the study's unconfirmed relationship findings.

Second, this survey just looked into smartwatches in general and did not focus on any one smartwatch brand in particular. Therefore, future research can examine a particular brand, like the Apple Watch, and can incorporate other variables into the model, such brand influence and brand loyalty. Smartwatch devices were the only product category this study examined, which may have limited the generalizability to other wearable devices.

Interface Aesthetic, Perceived Value, Perceived Ease of Use, and Perceived Usefulness on Purchase Intention of Smartwatch Consumers - Ika Arifah, Rosa Prafitri Juniarti

According to scientific findings, perceived value and perceived usability are important elements that influence consumers' purchase intentions. This finding differs from earlier studies conducted in Europe and the US market, which claimed that the design element (fashion) had an impact on consumer purchase decisions. Indonesian customers favour interface functionality over looks, and they view a smartwatch as more of a technological device than a piece of fashion jewellery. By understanding consumer technology adoption toward smartwatch technology, this research offers managerial implications for how to set the value proposition for smartwatches. Future studies may also examine the factors that influence Indonesian technology product purchases as well as the evaluation process that occurs prior to a purchase. This study has a number of restrictions. First, a small sample of a single country may limit the generalizability of the findings. Second, while this study examined positive evaluation factors for adopting smartwatches, barriers to adoption were outside this research scope.

Exploring Factors Affecting Consumers' Intention to Use Smartwatch in Bangladesh: An Empirical Study- Md. Mahiuddin Sabbira, Sharmin Akter b Tahsin Tabish Khan AmitDasd,

This is a quantitative study. The study collected data from 300 respondents using a survey approach. This sample size is analogous to previous studies that highlighted a similar area, this study employed a quantitative questionnaire survey (Wu et al., 2016) approach for data collection. Data were initially assessed by exploratory factor analysis (EFA). After That, structural equation modeling (SEM) was performed using AMOS 23 software. In AMOS, confirmatory factor analysis (CFA), a two-stage procedure, was performed using Maximum Likelihood Estimation. The one-dimensionality assessed by EFA was further confirmed through confirmatory factor analysis. The major finding is that smartwatches are a trendy technological product. In developing countries, the market for this product is expanding day by day, and mostly the young generation is showing a greater interest in it. To

promote a consumer product, like a smartwatch. Future studies might compare this model to other wearable technology.

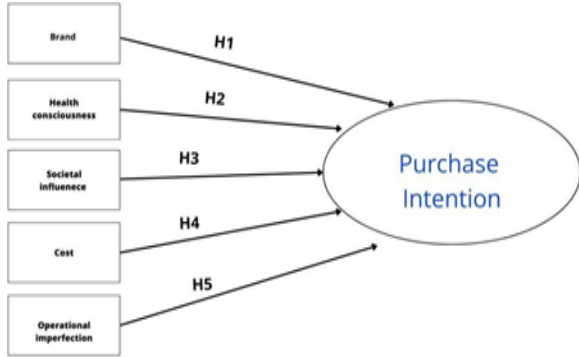
Finally, because this study examined the behavioral intention to use smartwatches, practitioners should exercise sufficient caution when interpreting its findings. Perceived Value and Intention to Purchase a Smartwatch: Understanding the Role of Brand Trust, Perceived Quality, and Perceived Risk - Liang, Y., & Ramkumar, B. (2018, January)

This study aims to learn more about consumers' intentions to acquire smartwatches from well-known and lesser-known companies at various price points. Retailers will benefit from the study's findings in terms of product development and pricing. Consumers valued the product quality offered by both well-known and lesser-known smartwatch companies, according to research findings. Unknown brands should price their items at a medium or high level in addition to building brand trust to prevent risk perception. Another benefit of this price approach for emerging businesses is that it helps them avoid having customers associate their goods with being of poor value and low quality. A total of 546 responses were obtained over a one-week period. After data cleaning, a total of 479 valid responses (240 males, 239 females) were included in the data analysis. The majority of the participants (66.4%) ranged between 25 and 44 years old (age range from 18 to 74). The participants were equally distributed among the 6 groups. Exploratory factor analysis (EFA) on SPSS and confirmatory factor analysis (CFA) on AMOS were conducted to ensure construct validities.

SUMMARY OF LITERATURE REVIEW

According to the literature evaluation, this study differs in a number of ways from many other studies. This study's use of an expanded TAM model sets it apart from other studies. The model is intended to provide a thorough analysis of the adoption of information system studies by being expanded to include the affects of cost, privacy, and health risk. Many of the antecedents utilised in the aforementioned research are included in the model from a more thorough perspective, allowing for the demonstration of the relative influences of the antecedents associated to user.

Hypothesis -



H1: Health consciousness of people is positively influencing the purchase intention of smartwatch.
 H2: Societal influence is positively influencing the purchase intention of smart watch
 H3: Brand is

positively influencing the purchase intention of smart watch

H4: Cost is negatively influencing the purchase intention of smart watch

H5: Operational imperfection is negatively influencing the purchase intention of smartwatch

RESEARCH DESIGN & METHODOLOGY

Sampling Technique: -Non-probability Judgmental Sampling is used in this project considering the limitation of time, financial support, and other resources.

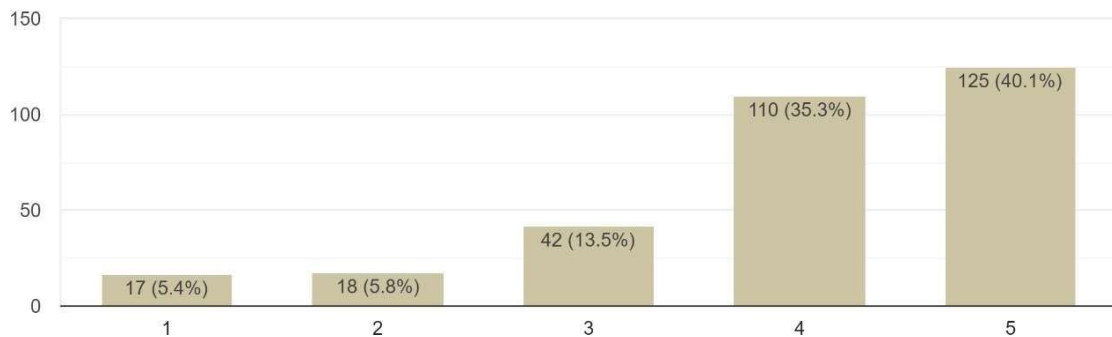
Analysis Tools Used:- Exploratory Factor Analysis. Descriptive Statistics us

DATA ANALYSIS

A study was conducted to know Factors Affecting Consumers' Intention to Buy Smart Watches among Indian youth. So we have collected 308 response.

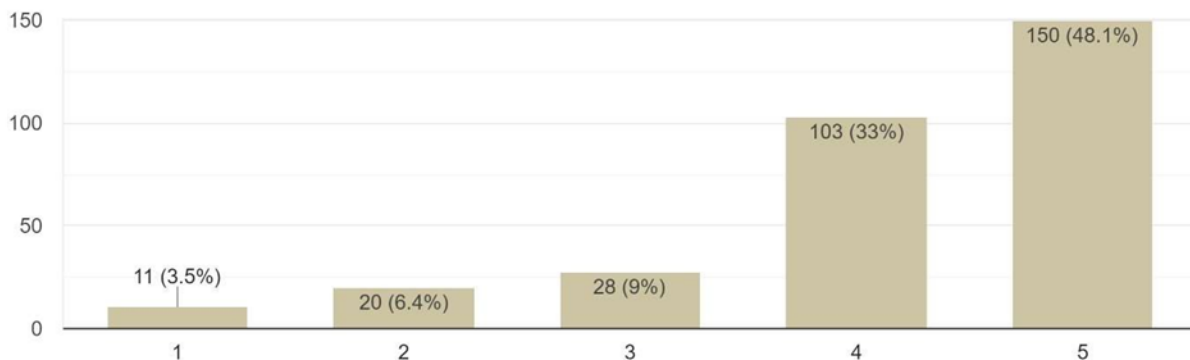
Do you have / had any particular brand in your mind while buying smart watch?

312 responses



A question was asked to know Do people have any particular brand in your mind while buyi You have chosen particular brand because it's value for money?

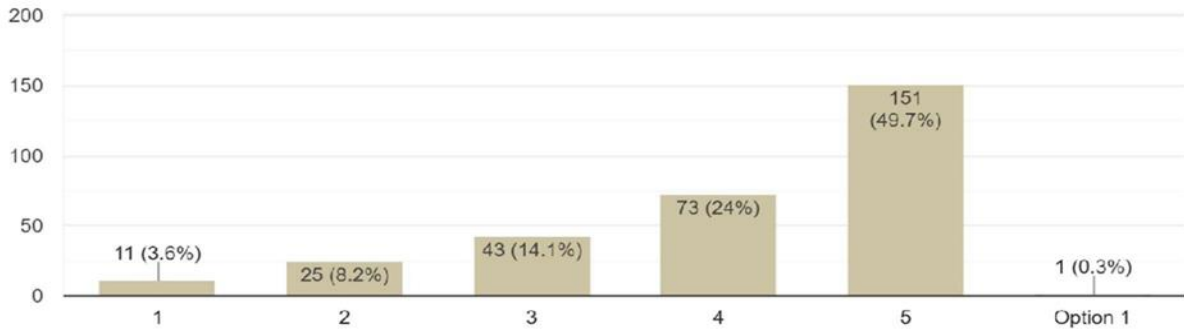
312 responses



A question was asked to know particular brand because it's value for money?

Oxygen levels(SpO2) checking feature in smartwatch is helpful for you? (post covid era)

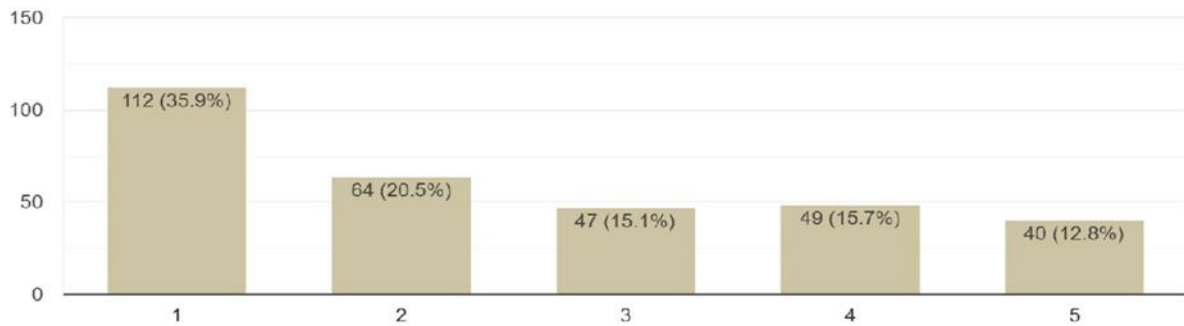
304 responses



A question was asked to know Oxygen levels(SpO2) checking feature in smartwatch is helpful for people? (post covid era)

Sometimes you felt of buying smartwatch because most of your friends/relatives had it?

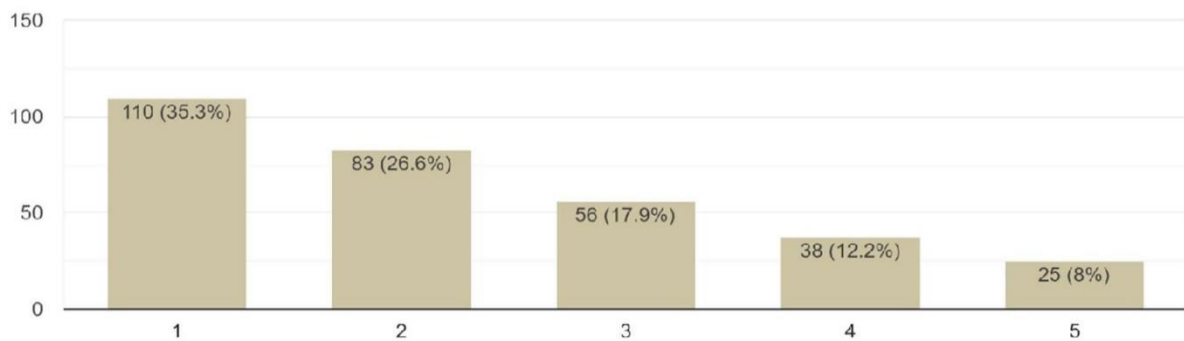
312 responses



A question was asked to know Sometimes people felt of buying smartwatch because most of Their friends/relatives, had it?

Operating a smartwatch is difficult ?

312 responses



A question was asked to know Operating a smartwatch is difficult.

RESEARCH INSTRUMENT

A structured self-developed questionnaire is designed to collect information and to achieve the objective of the survey. The research is Quantitative research.

The questionnaire prepared for the survey consists of five broad sections which cover the basic demographic profile of every individual customer and Factors Affecting Consumers' Intention to Buy Smart Watches among Indian youth: (Brand, Health Consciousness, Societal influence, Cost, Operational imperfections), The questionnaire is a close-ended type containing Multiple Choice Question (MCQ) and Likert Scale Question.

5-Point Likert Scale has been used in this Questionnaire, as such Strongly agree=5, Agree=4, Can't say=3, Disagree=2, Strongly Disagree=1

DATA COLLECTION METHOD

Data are collected as primary data through online mode using Google Forms. Across various parts of India and among various age groups.

Sampling Methodology: -

Sample Size:-312 respondents (66.33 % from Males and 33.33% from Females of the country -India)

Sample Collection Duration: - 2 months

Sample Collection Source: Pan India,

Sample Unit: - Consumers aged between 18 years to 40 years are considered as the sampling unit, which also covers both male and female consumers, married and unmarried.

Sampling Technique: -Non-probability Judgmental Sampling is used in this project considering the limitation of time, financial support, and other resources.

Analysis Tools Used:- Exploratory Factor Analysis. Descriptive Statistics us

RESULT

From descriptive analysis below are the hypothesis tested

H1: Brand's mean is - 3.6 – Agree

H2: Health Consciousness mean is - 3.53 - Agree

H3: Social Influence mean is - 2.10 – Disagree

H4: Cost Influence mean is - 2.93 – Neutral

H5: Operational Difficulties mean is - 2.20 – Disagree

Brand & Health consciousness will positively influence the customer in buying the smartwatch

CONCLUSION

This study adds twice as much to the body of knowledge already known about the current field of interest. First off, there is just a little amount of published scientific research on smartwatches, and this study is an addition to that small body of work. In particular, it strengthened and confirmed the value of using technology acceptance modeling (TAM) to anticipate buyers' intentions. These elements are also important in influencing people' decision to purchase smart watches. The study's findings are Brand & Health consciousness will positively influence the customer in buying the smartwatches.

LIMITATION

As each academic study this research also comprises several limitations that need to be :

First off, because just one nation was studied, the study's sample size was limited to Indian customers. However, this restriction was deliberate because it addresses a research gap for the Indian markets. Therefore, only India can use the results of the current study. The only obstacle to data gathering from India was time constraints. The collapse of Covid-19 led to a global pandemic and tainted people's mental stability. Due to a lack of time, money, and resources, we chose non- probabilistic data sampling.

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