



## A STUDY ON CONSUMER SATISFACTION WITH SMARTWATCHES

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### Abstract

The research project entitled “A STUDY ON CONSUMER SATISFACTION TOWARDS ON SMARTWATCHES” is to identify the study aims to assess consumer satisfaction with smartwatches, focusing on their features, usability, and overall experience. Through a comprehensive survey of smartwatch users, this research investigates factors influencing satisfaction, including design, battery life, health and fitness tracking, connectivity with other devices, and app availability. By analyzing the collected data, the study intends to provide insights into the key drivers of consumer satisfaction and potential areas for improvement in the smart watch industry. The findings contribute to a better understanding of user preferences and expectations, aiding manufacturers in enhancing their products to meet evolving consumer demands and ultimately fostering a more satisfying smartwatch ownership experience.

### Introduction

Smartwatches have become a significant category within the wearable technology market, offering functionalities that range from fitness tracking and communication to accessing notifications and apps. As consumer interest and adoption of smartwatches continue to grow, understanding their satisfaction and perceptions becomes crucial for manufacturers, marketers, and researchers. This study aims to fill this gap by exploring the factors that contribute to consumer satisfaction with smartwatches. The rapid evolution of technology has led to the emergence of smartwatches, which offer functionalities beyond traditional timekeeping. This study delves into consumer satisfaction with the introduction of smartwatches, exploring the reasons behind their growing popularity and the factors affecting consumer preferences.

The introduction of smartwatches has transformed the landscape of wearable technology. These devices offer a plethora of features, from health tracking and communication to entertainment and productivity enhancements. As the market for smartwatches continues to grow, understanding consumer satisfaction and preferences becomes essential for manufacturers to develop more user-centric products. This study aims to contribute to the existing literature on consumer satisfaction by providing a comprehensive analysis of how consumers perceive and interact with smartwatches. By examining factors that influence satisfaction, manufacturers and marketers can gain insights to enhance the design, functionality, and overall appeal of smartwatches. Furthermore, this research can guide future studies on wearable technology adoption and consumer preferences in an ever-evolving technological landscape.

### Review of Literature

**Shweta A. Panchbudhe, Nandkishor Bankar, Sanika Kalambe, Ujwala Gawande, 2021**, It is based on a Questionnaire Study about the Experiences of Smart Watches of Different Brands. Smartwatches are becoming increasingly common because they allow users to access and communicate online information while on the move. Smartwatches also offer the user spatial and temporal information and show a map on the screen. It's a modern device that came out a few years ago. **Mark M. Afrouz and Tobias Wahl, 2019**, The rapid growth and increased competition in today's



technology industry leads to a growth in consumers’ expectations of newly presented products. The results of this study provide empirical evidence that the attitude towards using was the strongest predictor for the intention to purchase smartwatches. The outcomes further show that the attitude is influenced by the two hedonic factors perceived enjoyment and design aesthetics as well as by the utilitarian factor perceived usefulness. Out of those three factors perceived enjoyment was found to exert the strongest influence on attitude. Contrary to previous research, the results of this study could not reveal a significant influence of subjective norms on purchase intention. However, besides attitude, perceived behavioral control was also found to influence purchase intention. The findings of this research allowed us to draw a variety of theoretical and managerial implications as well as to develop possible research opportunities for future studies. APURVA ADAPA, 2016, This study aims to examine the factors and issues in the adoption of smart wearable devices. Wearable devices have many functions to offer which make them very useful in our daily lives. However, factors influencing the adoption of these devices are not well understood. This research explores the inhibiting and contributing factors influencing the adoption of wearable devices by employing the laddering approach. Qualitative data were collected through in-depth interviews using the laddering technique to understand these factors. This research has advanced our understanding of the adoption of wearable devices and provided some insights into the key design criteria to better fit users’ needs.

**Research Methodology**

The study is conducted among youth aged between 18-24 which are mostly students to infer their attitude towards digital marketing. The study was conducted through the distribution of questionnaires online and a total of 100 responses were collected. The study has used both primary data and secondary data. This paper analyzes the impact that digital marketing has on young consumers. The research was conducted by using both primary and secondary data. The primary was gathered through a Google questionnaire form specifically targeting the youth. However, the data collected from respondents were not limited by any demography. The samples were taken and considered as a convenience sampling method which is also a type of non-probability sampling method. The data was collected by random sampling. The survey was also not limited to a particular young consumer. For the research, the respondents were requested to fill out a Google form on their own. The various aspects of the survey were also explained before filling out the questionnaire. The survey questions were pre-determined containing open and closed-ended questions.

**Analysis**  
**1. Gender**

**GENDER\***

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	64	62.1	62.1	62.1
	Female	39	37.9	37.9	100.0
	Total	103	100.0	100.0	

**Inference:** The above table shows that out of 104 employees, 62.14% are male and 37.86% are female.



## 2. Occupation

OCCUPATION\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	67	65.0	65.0	65.0
	Self Employed	13	12.6	12.6	77.7
	Private Employee	17	16.5	16.5	94.2
	Others	6	5.8	5.8	100.0
	Total	103	100.0	100.0	

**Inference:** From the above table, it shows that out of 104 employees, 65.05% are students, 12.62% are self-employed, 16.50% are private employees, and 5.83% are others.

## 3. Monthly Income of the Respondent

MONTHLY INCOME\*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10000	70	68.0	68.0	68.0
	11000 to 30000	25	24.3	24.3	92.2
	31000 to 50000	6	5.8	5.8	98.1
	Above 50000	2	1.9	1.9	100.0
	Total	103	100.0	100.0	

**Inference:** From the above table, it shows that out of 104 employees, 67.96% are Below 10000, 24.27% are 11000 to 30000, and 1.94% are above 50000.

## 4. Respondent features do you use most on your smartwatch

What features do you use most on your smartwatch?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Notifications	21	20.4	20.4	20.4
	Fitness tracking	20	19.4	19.4	39.8
	Attending call	15	14.6	14.6	54.4
	All the Above	47	45.6	45.6	100.0
	Total	103	100.0	100.0	

**Inference:** From the above table it shows that out of 104 Responses, 20.39% are Notifications, 19.42% are Fitness tracking, 14.56% are Attending calls, and 45.63% are All the Above.



### 5. Respondent how satisfied is you with the design and style of your smart watch

How satisfied are you with the design and style of your smartwatch?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	17	16.5	16.5	16.5
	satisfied	44	42.7	42.7	59.2
	Neutral	42	40.8	40.8	100.0
	Total	103	100.0	100.0	

**Inference:** From the above table, it shows that out of 104 Responses, 16.50% are very satisfied, 42.72% are satisfied, and 40.78% are Neutral.

### 6. Respondent what are the primary reasons for considering purchasing a smartwatch

What are the primary reasons for considering the purchasing of a smartwatch?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fitness and health tracking	18	17.5	17.5	17.5
	Notification and message alerts	33	32.0	32.0	49.5
	Stylish design and personalization options	35	34.0	34.0	83.5
	Others	17	16.5	16.5	100.0
	Total	103	100.0	100.0	

**Inference:** The above table shows that out of 104 Responses, 17.48% are Fitness and health tracking, 32.04% are Notification and message alerts, 33.98% are Stylish design and personalization options, and 16.05% are others.

### 7. Correlations

To find a significant relationship between occupation and frequent use of smartwatches.

**H0 (Null hypothesis):** There is no significant relationship between occupation and frequent use of smartwatches

**H1 (Alternative hypothesis):** There is a significant relationship between occupation and frequent use of smartwatches

#### Consolidation of Correlation Tests

Correlations

		How often do you use your smartwatch?	OCCUPATIO N*
How often do you use your smartwatch?	Pearson Correlation	1	-.223*
	Sig. (2-tailed)		.023
	N	103	103
OCCUPATION*	Pearson Correlation	-.223*	1
	Sig. (2-tailed)	.023	
	N	103	103

\*. Correlation is significant at the 0.05 level (2-tailed).



**Inference:** The calculated significant value .023 is less than the significant value 0.05 (.023<0.05). Hence H1 is accepted and H0 is rejected. There is a significant relationship between Education Qualifications and Challenges faced when considering or using an e-wallet.

### 8. Chi-Square Test

To find an association between Attributes that are important when using e-wallets and the Replacement of traditional cash transactions.

**H0 (Null Hypothesis):** There is no association between Attributes that is important when using e-wallet and Replacement of traditional cash transactions.

**H1 (Alternative Hypothesis):** There is an association between Attributes that is important when using e-wallet and the Replacement of traditional cash transactions.

#### Consolidation of Chi – Square Test

Test Statistics		
	GENDER*	What are the primary reasons for considering the purchasing of a smartwatch?
Chi-Square	6.068 <sup>a</sup>	10.670 <sup>b</sup>
df	1	3
Asymp. Sig.	.014	.014

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.5.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.8.

**Inference:** The significant value of 0.05 is lesser than the calculated value. Hence H0 is accepted and H1 is rejected. There is no association between Attributes that is important when using e-wallet and the Replacement of traditional cash transactions.

### 9. Anova Test

To find the significant difference between the means of the group income of the respondent and the design of the smartwatches.

**H0 ( Null Hypothesis):** There is no significant difference between the means of the group income of the respondent and the design of the smart watches.

**H1 (Alternative Hypothesis):** There is the least significant difference between the means of the group income of the respondent and the design of the smart watches.

#### Consolidation of ANOVA TEST

ANOVA					
MONTHLY INCOME*					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.686	2	.843	1.780	.174
Within Groups	47.363	100	.474		
Total	49.049	102			



**Inference:** The significant value of 0.05 is lesser than the calculated value. Hence  $H_0$  is rejected and  $H_1$  is accepted. There is the least significant difference between the means of the group's income of the respondent and the design of the smart watches.

### Findings

It found that out of 104 employees, 62.14% are male and 37.86% are female. It found that 104 out of 104 respondents, 4.9% are below SSLC, 3.9% are SSLC, 4.9% are HSC, 35% are Undergraduates and 51.5 % are Postgraduates. It found that out of 104 employees, 91.26% are single and 8.74% are married. It found that out of 104 employees, 65.05% are students, 12.62% are self-employed, 16.50% are private employees, and 5.83% are others. It found that out of 104 employees, 67.96% are Below All the Above 10000, 24.27% are 11000 to 30000, and 1.94% are above 50000. It found that out of 104 employees, 76 are yes and 27 are no. It found that out of 104 Responses, 20.39% are Notifications, 19.42% are Fitness tracking, 14.56% are Attending calls, and 45.63% are. It found that out of 104 Responses, 20.39% are Notifications, 19.42% are Fitness tracking, 14.56% are Attending calls, and 45.63% are All the Above. It found that out of 104 Responses, 16.50% are very satisfied, 42.72% are satisfied, and 40.78% are Neutral. It found that out of 104 Responses, 13.59% are very satisfied, 59.22% are satisfied, 23.30% are neutral, and 3.88% are dissatisfied. It found that out of 104 Responses, 8.74% are Apple, 26.21% are Fast Track, 5.83% are Noise, and 59.22% are Others. It found that out of 104 Responses, 65.05% were Yes, I would consider, and 34.95% were No, I am satisfied. It found that out of 104 Responses, 68.93% were Yes and 31.07% were No. It found that out of 104 Responses, 27.18% are very important, 50.49% are important, and 22.33% are Neutral. It found that out of 104 Responses, 75.73% were Yes and 24.27% were No. It found that out of 104 Responses, 17.48% are Fitness and health tracking, 32.04% are Notification and message alerts, 33.98% are Stylish design and personalization options, and 16.05% are others. It found that out of 104 Responses, 78.64% were Yes and 21.36% were No.

### Suggestion

This study aims to investigate consumer satisfaction with smart watches, delving into the factors that drive user contentment or discontentment in this rapidly evolving technological landscape. By examining the perceived value, functionality, design, ease of use, and overall experience, the study seeks to uncover the primary drivers of consumer satisfaction. Through a combination of quantitative surveys, qualitative interviews, and analysis of online reviews, the research intends to provide insights into which aspects of smartwatches contribute most significantly to user satisfaction. The findings of this study could assist manufacturers in refining their product offerings, addressing pain points, and developing effective marketing strategies tailored to meet consumer expectations and preferences.

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