A STUDY ON CUSTOMER PREFERENCE TOWARDS SMART WATCHES IN MADURAI CITY

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ABSTRACT:

This study investigates the preferences of consumers in Madurai City regarding the adoption and usage of smart watches. With the rising popularity of wearable technology, understanding the factors influencing customer choices becomes crucial for both manufacturers and marketers. This study employs a mix of surveys and interviews to analyze the key determinants, including design, features, price, and brand reputation that shape the preferences of individuals in Madurai City. By uncovering these insights, the study aims to contribute valuable information to the smart watch industry, helping businesses tailor their products to better align with the specific needs and desires of the Madurai consumer market.

KEYWORDS:

CUSTOMER PREFERENCE, PRODUCT FEATURES, BRAND LOYALTY CHANGES IN TECHNOLOGY.

1.1 INTRODUCTION

The improvement and advance of innovation are colossal this time. The most arising innovation at this point is the Web of Things (IoT) which permit numerous mechanical gadgets to be associated through the web. One of the executions is wearable gadgets, the remote sensor connected in the body that open new encounters to the everyday existence exercises. In spite of the fact that tests on wearables have been led since the mid 1980s, wearables have as of late come into general clients. Smartwatch is viewed as the main marketed wearable gadget for purchaser. The present smartwatches run versatile working framework and capability as a convenient media player, FM radio player, sound, and video records through a Bluetooth or Wi-Fi association. Smartwatch additionally has the capacity as the expansion of its matching cell phone in giving call and messaging highlights. As per the exploration from Antithesis' Worldwide Smartwatch Tracker, worldwide smartwatch shipments became 37% in Q2 2018 with Apple mastery with 41% offer. Further, smartwatchcreators are seeking add cell network for independent use cases as 90% of smart watches transported today are not cell skilled. Further, smartwatch makers are looking to add cellular connectivity for standalone use cases as 90% of smartwatches shipped today are not cellular capable.

1.2 STATEMENT OF THE PROBLEM:

It is important to know the Customer Adoption Factors by Understanding the key determinants influencing consumers to adopt or reject smart watches .and assessing the impact of recent technological developments on the features and capabilities of smart watches. by Examining the preferences and expectations of users regarding design, functionality, and brand choices in smart watches.

1.3 REVIEW OF LITRATURE:

Shweta A. Panchbudhe, Nandkishor Bankar, Sanika Kalambe, Ujwalla Gawande, 2021, It is based on a Questionnaire Study about the Experiences of Smart Watches of Different Brands. Smart watches are becoming increasingly common because they allow users to access and communicate online information while on the move. Smart watches 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. A smart watch is a modern technologythat incorporates smart phone functionality with continuous data monitoring to encourage fitness, such as step tracking, heart rate monitoring, energy consumption, and physical activity levels. It also provides users with input to help them control their health. The study's findings indicate that smart watches are becoming more common and useful for people in their daily lives, as they allow users to access information about their environment and body-related conditions.

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 on new 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 i8nfluenced 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, beside the attitude, perceived behavioural control was also found to influence purchase intention. The findings of this research allowed to draw a variety of theoretical and managerial implications as well as to develop possible research opportunities for future studies.

1.4 OBJECTIVES OF THE STUDY:

- To find which brand of smartwatch has highest usage.
- To know the perception of students in smart watches.
- To find which specification in smartwatch has highest usage.
- To create an awareness about the smartwatch usage and it's features.

1.5 RESEARCH DESIGN:

The source of the project fully based on the Primary data and Secondary data.

PRIMARY SOURCES

Primary data refers to information that is collected first hand for the purpose of investigation. This data is original and has not been previously collected or analysed. Primary data can be collected through various methods such as surveys, interviews, observations, experiments, and questionnaires. In this study questionnaires are used to collect data from the respondents

SECONDARY DATA

Secondary data are those which have been already collected by someone else and which already had been passed through the statistical process. The secondary data was collected through web sites, books and magazines.

SAMPLE SIZE:

50 Samples are collected by google form.

SAMPLING METHOD:

- Convenience Sampling technique
- The Population being large and the time for the project are limited, urged choose technique

TOOLS USED FOR THE STUDY:

- Percentage Analysis
- Pie Chart
- Likert's scaling technique

1.6 DATAANALYSIS:

The data collected were categorized and tabulated. Various aspects of the themes under study and the observations made from the data were discussed in detail.

SIMPLE PERCENTAGE ANALYSIS:

Simple Percentage Analysis is used to indicate more clearly the relative size of two or more numbers. In the present study this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

$$\text{Simple percentage} = \frac{\text{No Of respondents}}{\text{Total no of respondents}} \times 100$$

Likert scaling is a widely used technique in survey research to measure attitudes, opinions, and perceptions of respondents. Named after its creator, Rensis Likert, who developed it in 1932, score values of 5,4,3,2,1 are given to categories scores obtained by the respondents is divided by the maximum possible scores secured and multiplied by 100.

TABLE: 1 RESPONSE TO PURPOSE OF USING SMART WATCHES

| PURPOSE	NO. OF RESPONDENTS	PERCENTAGE
Sleep tracking	06	12.2
Activity task	19	38.8
Mobile notification	23	46.9
Email & communication	02	2
Total	50	100
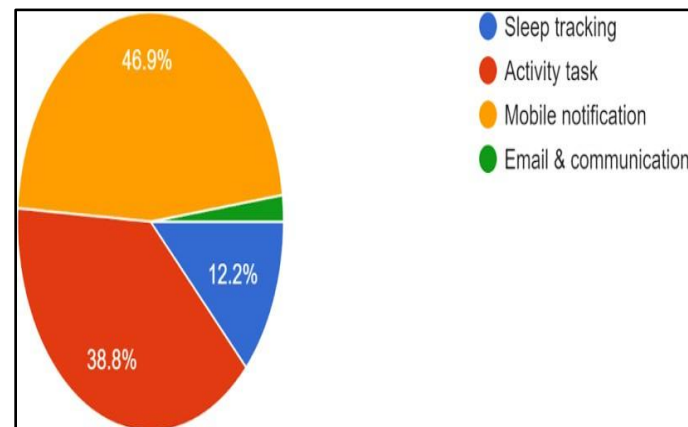
INTERPRETATION

From the above table it is interpreted that 12.2% respondents likes sleep tracking, 46.9 respondents like mobile notification., 38.8% respondents like activity tracking, 2% respondents likes Email and communication.

TABLE: 2 RESPONSE TO SMART WATCHES AND IT'S ACCURACY IN HEALTH & WELLNESS

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	24	49%
No	06	11%
May be	20	40%

| Total	50	100
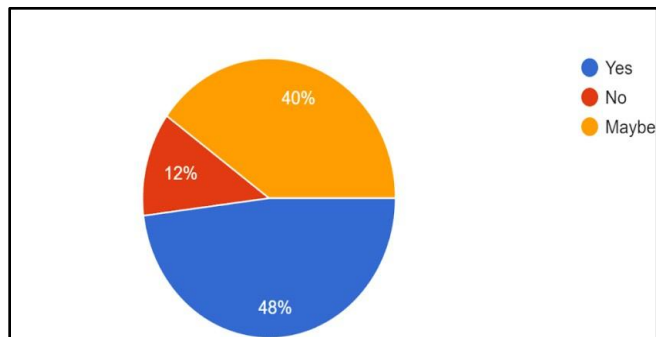
INTERPRETATION

From the above table it is interpreted that 49% respondents thinks smart watches give accurate data on health and wellness, 12% respondents think smart watches does not give accurate data on health and wellness, 40% respondents think smart watches may be give accurate data on health and wellness.

TABLE: 3 RESPONSE TO SMART WATCHES AND IT'S PRICE AFFORDABILITY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	45	90%
No	5	10%
Total	50	100%
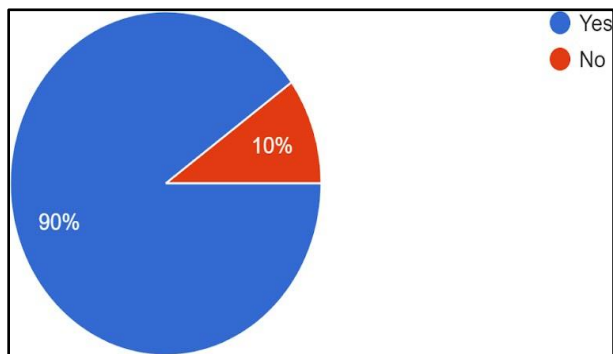
INTERPERTATION:

From the above table it is interpreted that 90% respondents says that the price of smartwatch is affordable, 10% respondents says that the price of smart watch is not affordable.

FINDINGS:

- ❖ Majority 90% respondents says smart watches are worth for its price
- ❖ Most of the respondents replied that they are using smart watches for activity task and mobile notifications
- ❖ Smart watches are giving accurate results in health and wellness of the respondents

CONCLUSION:

The study further touches on their efficient management of power, easy user interface and the minimal display. As a result of that many companies were started to infuse more technology in smart watches. The wearable world is constantly changing. Every year, new products and brands are introduced, offering better metrics and user experience, while other brands fade away from the consumer market for different reasons. Improvements in product quality provide new research opportunities. It is concluded that many students were highly interested to buy smart watches. The study further touches on their efficient management of power, easy user interface and the minimal display. As a result of that many companies were started to infuse more technology in smart watches. The wearable world is constantly changing. Every year, new products and brands are introduced, offering better metrics and user experience, while other brands fade away from the consumer market for different reasons. Improvements in product quality provide new research opportunities.

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