Consumer Buying Behavior Towards Smart watches in Coimbatore With Special Reference To Kovaipudur

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Abstract- *Smart watches, among many wearable form factors, have become an important starting point for the wide dissemination of wearable devices. Not only are smart watches a new IT product, they are also a fashion product. Recognizing the smart watch buying behaviour, the current study examines whether factors germane to the characteristics of marketing on consumer behaviour towards the intention to use smart watches. Utilizing the technology acceptance model (TAM) as the base framework, the current study extended the model by incorporating perceived enjoyment and perceived self-expressiveness, which are influenced by an individual's vanity and need for uniqueness. The findings from 115 kovipudur in Coimbatore city respondents indicated that the characteristics of smart watches ,Theoretical and practical implications, as well as the limitations of the study are further discussed.*

I. INTRODUCTION

The watch may communicate with external devices such as sensors, wireless headsets, or a head-up display. Like other computers, a smartwatch may collect information from internal or external sensors and it may control, or retrieve data from, other instruments or computers. It may support wireless technologies such as Bluetooth, Wi-Fi, and GPS. For many purposes, a "watch computer" serves as a front end for a remote system such as a smartphone, communicating with the smartphone using various wireless technologies. Smartwatches are advancing, especially their design, battery capacity, and health-related applications. Health-related applications include applications measuring heart rate, SpO2, workout, etc.

STATEMENT OF THE PROBLEMS:

The sample size of the consumer buying behaviour towards smart watches project is only restricted to 115, And The study is conducted within a short period of time so that lack of time is another problem for this study, This study sample of this project mainly focused only Kovaipudur in Coimbatore.

OBJECTIVES:

- Profile to know the uses of smart watches
- Profile or history about smart watches
- Customers preference and satisfaction on smart watches.
- To know the analysis and interpretation.
- To know the find and suggestion of project

II. REVIEW OF LITERATURE

- **Jiang et al., (2015)** Google's Glass, the first wearable device in the form of glasses to gather significant public attention, failed to achieve considerable success, however smart wearable devices in the form of wristbands or watches are yielding better market performance and have become the most widespread and popular form of smart wearable devices. Among global wearable device shipments, the wrist wear category comprised 90.4% (17.7million units), and is expected to maintain its dominance with 89.2% (40.7 million units) and 80.4%

- **Cachinnate et al., (2015)** The smartwatch gained popular attention in 2012 when the Pebble Smartwatch was introduced on the crowdfunding website 'Kickstarter.com'. After just over a decade of technological evolution, it seems that the smartwatch industry is now expected to lift off after the launch of Apple's Apple Watch in April, 2015

SCOPE:

The scope of the smart watch project: CC includes planning, design, development, testing, and product release. This AI-based software will meet or exceed organizational product standards and additional requirements set out in the Project Rules. The scope of this project also includes the completion of all materials, manuals and related tools used with the product, as well as cooperation and satisfaction from stakeholders and In addition, this project is used to promote the brand, product quality and reputation of the company

III. METHODOLOGY USED IN THIS STUDY

SAMPLE SIZE:

The sample size is 115 respondents

AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

DATA COLLECTION:

Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data has been collected using questionnaire

SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books.

TABLE: Simple percentage analysis

Factors	Options	No. of Respondents	Percentage
Age	Below 18	5	4.3
	18-25	99	86.1
	25-45	11	9.6
	45-60	0	0
Educational qualification	Student	80	69.6
	Employee	15	13
	Business	14	12.2
	Profession	6	5.2
Annual income	Below 20000	47	40.9
	25000-50000	40	34.8
	50000-100000	18	15.7
	Above 100000	10	8.7
Marital status	Married	97	84.3
	Unmarried	18	15.7
Shopping	Online	82	65.6
	Offline	43	34.4
Having smart watches	Yes	85	73.9
	No	30	26.1
Online community	Very liked	50	40
	Somewhat	59	47.2

Purchase smart watches	Showroom	33	28.7
	Shopping Mall	38	33
	Online	44	38.3
Uses of smart watches	Regular basis	79	68.7
	Irregular basis	36	31.3
Recommend to others	Yes	88	76.5
	No	27	23.5

INTERPRETATION:

Majority 86.1% of respondent are from the age group from 18 - 25. Majority 60.9% of the respondents are male. Majority 84.3% of the respondents are unmarried. Majority 69.6% of the respondents are student. Majority 47% of the respondents are rural. Majority 40.9% of the respondents are below 20,000 – in their annual income. Majority 41.7% of the respondents are hearing from friends. Majority 73.9 % of the respondents are yes for have smart watches. Majority 33% of the respondents are apple smart watches. Majority 55.7% of the respondents are 1year. Majority 38.3% of the respondents are online. Majority 68.7% of the respondents are regular basis. Majority 44.3% of the respondents are below 5,000. Majority 73.9 % of the respondents are yes for recommend to others buy smart watches. Majority 39.1% of the respondents are price. Majority 39.1% of the respondents are medical information.

IV. SUGGESTIONS

- Compare to early stages of smart watches, smart watches have many advanced features but people feedback is Give some extra diet plans along with increased exercise track record.
- Update more on health information and regular updates that enhance more on social media.
- Peoples feel smart watches brands make Use of updated technologies to make watches more attractive and more useful.
- Now a days most of peoples using smart watches regularly for their medical, dietary information and their look etc… Smart watches Encourage Active Lifestyles so smart watches need more updated features.
- Some of the peoples suggested that smart watches With low price, will reach more no of peoples without any difference.

V. CONCLUSION

This is my projects final conclusion in a series of project that aims to give you some insights in the future of the smart watch. In my project blog I have outlined the situation in the smartwatch market according to my analysis. After conducting a small survey among 115 smart watch users around the Coimbatore, i got our hands on valuable insights in user experience. I summed those insights up in a positive summary as well as a list of highly needed improvements. We hope that this smartwatch series provides some insights in how we and some users are seeing the potential of smart watches. In this final conclusion I add my own opinion about the conclusion of the smart watch.

If we look to the project that shows, we see that some suggestions and respondents believe that the smart watch is here to stay. People consider the smartwatch want to improve in social media updates and long lasting battery life.

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