



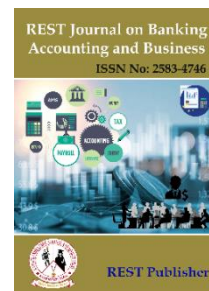
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# A Study On Customer Satisfaction with Smartwatches at Krishnagiri District

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**Abstract:** This study looks into customer satisfaction with smart watches, focusing on critical elements that influence user experiences and perceptions. We used a questionnaire to get user feedback on functionality, design, battery life, and integration with other devices. The findings show that people value health and fitness tracking capabilities, convenience of use, and smart phone compatibility. While many customers indicate great satisfaction, questions about battery life and app availability remain. The findings emphasize the necessity of ongoing innovation and customer service in increasing user happiness. This study helps to understand consumer behavior in the fast evolving wearable.

**Key Words:** Customer Satisfaction, smart watches, user experience, functionality, design, battery life, brand reputation.

## 1. INTRODUCTION

Organizations are focusing a lot of attention on the growing significance of customer satisfaction in the modern era and how it affects customer loyalty and retention. The study examines how customers are becoming more powerful than brands, how businesses are adjusting to this change, and what the implications of this transition will be going forward. By providing a favorable environment for the consumer, a trust environment may be built, which can be useful when considering the elements that influence the consumer's buying habit.

A smart watch is a portable wearable computer that looks like a wristwatch. Most modern smart watches have a touch screen and rely on mobile apps that run on a linked device (such as a smart phone) to perform key tasks. Early smart watches could perform simple tasks such as calculating, showing digital time, interpreting text, and playing games. More current models frequently have capabilities similar to smart phones, such as apps, a mobile operating system, Bluetooth and Wi-Fi connectivity, and the capacity to operate as portable media players or FM radios. Some high-end models include cellular capabilities, which let users to make and receive phone calls.

The wearable smart watches are becoming increasingly popular in India as a result of the enjoyable experience they provide to customers. The integrated digital sphere's simplicity and convenience is causing the market to grow rapidly. Another factor contributing to its quick rise is its inclusion in the category "Luxury Products". Consumers are adapting to a speedier lifestyle and are eager to spend money on things that make their lives easier, resulting in an increased reliance on technology for day-to-day tasks such as emailing, calling, and messaging. Smart Watches are similar to Smart Secretaries.

The price model is the primary factor influencing buying decisions. Consumers are eager to pay money on smart watches, but functions are more important than brand names. When selecting a watch, consider its compatibility with other devices. Furthermore, it is crucial to note that consumers place a great value on safety and privacy. The brand's emphasis on user privacy and safety influences the brand's usage and appeal, as do its smart watches. Apart from the two components, convenience and ease of use are of secondary importance.

## 2. OBJECTIVES OF THE STUDY

- To study about the factor that influences the customer to purchase smart watches.
- To identify which brand of smart watch has highest usage.
- To find the level of satisfaction among smart watch using customers.

## 3. SCOPE OF THE STUDY

- ✓ This study focused on behaviour and preference of the customers towards purchase of smart watches.
- ✓ The study analyses the customer satisfaction towards brand, price and performance of smart watches.
- ✓ The scope of the study is limited to Krishnagiri district.

## 4. REVIEW OF LITERATURE

**Dr.Pkishorekumar and V Venkateshwarlu (2014)**, did a study on customer perception and purchasing intention for smart watches and discovered that customers feel smart watches may be utilized to complete personal and professional duties extremely conveniently.

Finally, the researcher concluded that consumers believe smart watches are reasonably priced based on their features, and that they are likely to acquire one in the future to do a range of jobs.

**According to Tobias Wahl (2019)**, consumers' expectations for newly introduced items are rising as a result of the technology industry's rapid growth and heightened rivalry. The study's findings offer actual proof that the greatest predictor of the intention to buy smart watches was one's attitude toward using them. The results also indicate that, in addition to the utilitarian aspect perceived usefulness, the attitude is impacted by the two hedonic factors perceived enjoyment and design aesthetics. It was discovered that, among those three variables, subjective enjoyment had the biggest impact on attitude. In contrast to earlier studies, the present study's findings did not demonstrate a statistically significant impact of subjective norms on purchase intention. In addition to attitude, perceived behavioral control was discovered to have an impact on purchase intention. The results of this study made it feasible to create potential directions for future research as well as to draw a number of theoretical and managerial implications.

**Shweta A, Panchbudhe, Nandkishor Bankar, Sanika Kalambe, and Ujwala Gawande (2021)**. It is based on a questionnaire study of people's experiences with different brands of smart watches. Smart watches are gaining popularity because they enable users to access and communicate online information while on the go. Smart watches also provide users with spatial and temporal information, as well as a map on the screen. It's a modern gizmo that debuted a few years ago. A smart watch is a modern device that combines smart phone functionality with continuous data monitoring to promote fitness, including step tracking, heart rate monitoring, energy usage, and physical activity levels. It also offers users with information to assist them manage their health. The study's findings show that smart watches are becoming increasingly prevalent and valuable in people's daily lives since they allow them to access information about their surroundings and physiological conditions.

## 5. RESEARCH METHODOLOGY

The study is conducted among people aged 18 to over 51 to determine their attitudes about digital marketing. The study was carried out by the distribution of questionnaires, with a total of 100 replies collected. The study included both primary and secondary data. This article examines the impact of digital marketing on consumers. The study incorporated both primary and secondary data. The basic data was acquired using a questionnaire. However, the data gathered from respondents was not restricted by any demographics.

The samples were collected using a convenience sampling approach, which is also a form of non-probability sampling technique. The survey was also not restricted to a certain consumer. For the study, respondents were asked to fill out a questionnaire form on their own. Before filling out the questionnaire, the survey's many parts were outlined.

## 6. ANALYSIS AND INTERPRETATION

**TABLE 1.** Gender of the Respondents

Gender	Frequency	Percent
Male	43	43
Female	57	57
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

**Interpretation:** From the above Table No.1, it is depicting that respondents of this study comprised of 100 peoples were belongs to female categories 57% and remaining peoples were belonging to male categories 43%.

**TABLE 2.** Age of the Respondents

Age	Frequency	Percent
18-20 years	35	35
21-30 years	40	40
31-40 years	15	15
41-50 years	6	6
Above 51	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

**Interpretation:** The above table 2 depicts that 40% of the respondents were between the age group of 21 to 30 years, 35% of the respondents were between the age group of 18 to 20 years, 15% of the respondents were between the age group of 31 to 40 years and 6% of the respondents were the age of 41 to 50 years.

**Table 3.** Income of the Respondents

Income	Frequency	Percent
Below 20,000	52	52
20,001-30,000	20	20
30,001-40,000	10	10
40,001-50,000	6	6
Above 50,000	12	12
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

**Interpretation:** From the above table it is inferred that 52% of the respondents are earning less than Rs. 20,000, 20% of the respondents are earning between Rs. 21,001 to Rs. 30,000, 12% of the respondents Earning above Rs. 50,000 and only minimum no of the respondents 6% are earning Rs. 40,001 to Rs. 50,000.

**Table 4.** Most Preferred Brand of smart watch

Particulars	Frequency	Percent
Apple	19	19
Samsung	19	19
Boat	16	16
Fire-Bolt	30	30
Noise	10	10
MI Watch	2	2
Other	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

**Interpretation:** From the above table it is interpreted that 30% respondents prefers Fire-Bolt, 19% respondents prefer Apple and Samsung, 16% respondents prefer Boat, 10% respondents prefer Noise and Least 4% respondents prefer other brands.

**Table 5.** Satisfaction level for the design of the smart watch

Particulars	Frequency	Percent
Highly satisfied	18	18
Satisfied	56	56
Neutral	16	16
Dissatisfied	6	6
Highly dissatisfied	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

**Interpretation:** The above table elucidated that 56% respondents were satisfied for the design of the smart watches, 18% respondents were highly satisfied for the design of the smart watches, 16% respondents were neutral for the design of the smart watches, 6% respondents were dissatisfied for the design of the smart watches, and least 4% respondents were highly dissatisfied for the design of the smart watches.

**Table 6.** Satisfaction level for the availability of apps in smart watches

Particulars	Frequency	Percent
Highly satisfied	24	24
Satisfied	52	52
Neutral	10	10
Dissatisfied	6	6
Highly dissatisfied	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

**Interpretation:** From the above table depicts that 52% respondents were satisfied for the availability of apps in smart watches, 24% respondents were highly satisfied for the availability of apps in smart watches, 10% respondents were neutral for the availability of apps in smart watches, 8% respondents were highly dissatisfied for the availability of apps in smart watches, and last 6% respondents were dissatisfied for the availability of apps in smart watches.

**Table 7.** Overall satisfaction for the smart watches

Particulars	Frequency	Percent
Highly satisfied	14	14
Satisfied	60	60
Neutral	12	12
Dissatisfied	4	4
Highly dissatisfied	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

**Interpretation:** The above table depicts that 60% respondents were overall satisfied by the smart watches, 14% respondents were overall highly satisfied by the smart watches, 12% respondents were neutral by the smart watches overall satisfaction, 10% respondents were highly dissatisfied by the smart watches, and least 4% respondents were dissatisfied by the smart watches.

## 7. MAIN FINDINGS

- Majority of the respondents (57%) were female in this study.
- 40% of the respondents were young belonging to the age group of 21-30 years. Since all the people were young there is a possibility for better customer satisfaction.
- Vast Majority 70% of the respondents were unmarried.
- Majority 56% of the respondents were students.
- Majority 52% of the respondents are earning below Rs.20,000.
- Vast majority 65% of the respondents were satisfied battery performance in smart watches.
- Majority 56% respondents were satisfied for the design of the smart watches.
- Majority 52% respondents were highly satisfied for the availability of apps in smart watches.
- Majority 60% respondents like water proof to be inserted.
- Majority 44% respondents were satisfied by the speakers in smart watches.
- Majority 60% of the respondents was over all satisfied by the smart watches.

## 8. CONCLUSION

Smart watches are currently quite popular among millennials, both in terms of health and fashion. Several firms are creating unique smart watch technologies to fulfill the needs and wishes of their customers. The purpose of the study is to determine customer satisfaction with smart watches. The study revealed customers' preferred brands, responder age groups, and the most requested features of smart watches. Smart watches will undoubtedly outlast traditional analog timepieces. The concept of smart watches, which mix fitness and health with traditional digital timepieces, is what makes them so intriguing. Thus, the study concludes that modern features and functionalities are what entice individuals to buy a smart watch, and that buyers are satisfied with their purchase. Finally, the researcher found that the above study's clients are generally completely satisfied with the use of smart watches.

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