

A STUDY ON CUSTOMER PERCEPTION AND PURCHASE INTENTION TOWARDS SMARTWATCHES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract - Because this processing occurs outside of conscious awareness, perception appears to be largely effortless despite being dependent on complicated neural system activities.. Customer perception refers to the thoughts, emotions, and assumptions that consumers have about your brand. It is crucial for increasing brand recognition and awareness, as well as customer loyalty and retention. The main objective was to study the consumer behaviour towards Ayurvedic products in Coimbatore city. The study used both the primary data and secondary data. The findings of the study were derived from the data examination and conclusion were provided based on the data examined.

Key Words: Customer perception, purchase intention Smartwatches.

INTRODUCTION

Customer perception is the term used to describe how customers feel about your company or products. It summarizes how customers feel about your brand including every direct or indirect experience they've had with your company. Your company can identify typical user pain spots and enhance the customer experience by tracking customer perception. Purchase intention is the willingness of a customer to buy a certain product or a certain service. The dependent variable, purchase intention, is influenced by a number of internal and external variables. Purchase intentions are a very important metric in marketing.

STATEMENT OF THE PROBLEM:

In today's advanced world, as a part of the technology development, smartwatch is one among it. In this scenario it becomes crucial to study about the pattern of customers perception towards smartwatches. This study is carried on understanding about the buying behaviour of smartwatches among them and to understand the perception of them towards choosing various brands in the market. There is a need to identify the relation of perceived smartwatches and also awareness towards the smartwatches

SCOPE OF THE STUDY:

This study basically focuses on the smartwatches, which is a popular mode of wearables in the advanced world. A smartwatch is considered to be the one of the technology development and the luxurious way of it. There are various brands in the market and the customers chose accordingly. This study helps the various brands which provide the components and also by attracting various features in it. Also, this study helps the different brands to understand the customers awareness and expectation of the customers which will be helpful for them to evaluate new strategies to improve their service to meet their customers perception

OBJECTIVES OF THE STUDY:

- To study the customers perception towards smartwatches.
- To identify the purchase intention of the customers

RESEARCH METHODOLOGY:

A descriptive research design is used in this study. Primary data are those collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire. The data which are already collected is called secondary data. It means data that was already available. Secondary data was collected from various journals, articles and internet blogs. The Convenient random sampling technique is used in this study. The sample size is 120 respondents.

REVIEW OF LITERATURE:

Mr. ABI. D.S DR.J. RANI (2022), One of the technological implementations is wearable devices, the wireless sensor attached in the body that open new experiences to the daily life activities. The study further touches on their efficient management of power, easy user interface and the minimal display. Many respondents suggested that battery life of the smart watch must be improved. 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 smartwatches. The wearable world is constantly changing.

Ms. Kruti Sanjaykumar Bhatt, Dr.Jitesh Parmar,(2022) Smartwatch is one of the highly commercially acknowledged smart wearable. It also aims to observe the structural relationship between factors influencing purchase intention and attitude towards smartwatches. These devices assess physiological and smart phone data that enables the affective state of a user to be imitative. The study can be conducted based on different geographic area and also based on some demographic characteristics like occupation, education. The research also provides the close link between various dimensions of Attitude and purchase intention. The marketers of smartwatch to give more emphasize on certain factors like social influence at the time of promoting the product.

DATA ANALYSIS AND INTERPRETATION:

Table 1.1

TABLE SHOWING THE CUSTOMERS WILLIGNESS TO PAY FOR A SMARTWATCH

Price Range	No of respondents	Percentage
1000-5000	59	49.2%
5000-10000	33	27.5%
10000-15000	8	6.7%
15000-20000	8	6.7%
Above 20000	12	10
TOTAL	120	100

(Source: Primary data)

INTREPRETATION

From the above table we came to know that the 49.2% majority of the customers prefer the range 1000-5000. And the 6.7% minimum of the customers prefer the range of both 10000-15000 and 15000-20000.

TABLE SHOWING THE RANK OF THE FOLLOWING WHILE PURCHASING A SMARTWATCH

S.no	factor	Rank1	Rank2	Rank3	Rank4	Rank5	total	rank
1	Price	5(49) 245	4(21) 84	3(19) 57	2(13) 26	1(18) 18	430	2
2	Design	5(3) 15	4(33) 132	3(29) 87	2(40) 80	1(15) 15	329	4
3	Features	5(24) 120	4(45) 180	3(38) 114	2(13) 26	1(6) 6	440	1
4	Brand reputation	5(27) 135	4(20) 80	3(29) 87	2(38) 76	1(80) 80	384	3
5	User friendly interface	5(16) 80	4(0) 0	3(6) 18	2(17) 34	1(80) 80	212	5

(Source: Primary data)

TABLE 1.3

TABLE SHOWING THE CUSTOMERS PERCEPTION WHILE PURCHASING A SMARTWATCH

FACTORS	NO OF RESPONDENTS	LIKERT SCALE (X)	TOTAL SCORE (FX)
FEATURES	19	5	95
TREND	32	4	128
FASHION	35	3	105
EASY WAY TO HANDLE	21	2	42
TECHNOLOGY	23	1	23
TOTAL	120		393

(Source: primary data)

$$\text{Likert scale} = \sum(fx) / \text{no of respondents}$$

$$= 393/120$$

$$= 3.275$$

INTERPRETATION

The likert scale value is 3.275 which is greater than the middle value 3, so the respondents purchase the smartwatch in the factor of trend.

Table 1.4

TABLE SHOWING THE NECESSITY OF THE SMARTWATCH

NECESSITY	NO OF RESPONDENTS	LIKERT SCALE (X)	TOTAL SCORE (FX)
HIGHLY NECESSARY	6	5	30
NECESSARY	60	4	240
NEUTRAL	44	3	132
NOT NECESSARY	10	2	20
HIGHLY NOT NECESSARY	0	1	0
TOTAL	120		422

(Source: primary data)

$$\text{Likert scale} = \sum(fx) / \text{no of respondents}$$

$$= 422/120$$

$$= 3.516$$

INTERPRETATION

The likert scale value is 3.516 which is greater than the middle value 3, so the respondents prefer necessary of the smartwatch.

FINDINGS:

- Boat is in the rank 1 based on the smartwatch brand they prefer.
- Majority of the respondents are aware of the health and fitness benefits in the smartwatch.
- Majority of the respondents are likely to purchase the smartwatch with voice recognition.
- Majority of the respondents ranked features as the first factor while purchasing a smartwatch.

CONCLUSION:

The main aim of this research paper is to identify the customers perception and purchase intention towards smartwatches with special reference to Coimbatore city. Based on the study findings, that more customers can purchase smartwatches if they are aware of the smartwatches. Different promotional tools such as advertising, public relation, direct selling, motivate customers to purchase smartwatches. From this research paper it can be conducted that consumers are aware of the features, technology and also easy way to handle. They also purchase because of the features, fashion and technology.

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