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RESEARCH EXPLORER-International Journal on Economics and Business Management

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 8.276 (12OR), 3.676 (COSMOS)

Volume XV, Issue 51

April - June 2026

Formally UGC Approved Journal (63185), © Author

A STUDY ON CONSUMER BEHAVIOUR TOWARDS SMARTWATCH PRODUCTS: FACTORS INFLUENCING PURCHASE INTENTION AND CUSTOMER SATISFACTION

Dr. G. R. INBARAJ

Associate Professor and Head of Department

Department of Commerce

Government Arts College, Nandanam

Ms. R. NAVIYA

Ph.D Part – Time Research Scholar

Department of Commerce

Government Arts College, Nandhanam

ABSTRACT

Smartwatches have become an important part of daily life due to rapid technological advancements and their ease of use. These wearable devices offer features such as fitness tracking, health monitoring, heart-rate monitoring, communication, and instant notifications, making them increasingly popular among consumers. The smartwatch industry has experienced significant growth due to rising health awareness, changing lifestyles, and continuous technological innovation. This study aims to examine consumer behaviour and customer satisfaction towards smartwatches by identifying the factors influencing purchase decisions, usage patterns, and overall user experience. The research adopts a descriptive research design and is based on primary data collected from smartwatch users of different age groups through a structured questionnaire. Factors such as product features, brand image, price, design, battery life, ease of use, purchasing decisions, and social influence were analysed to understand their impact on consumer behaviour and satisfaction. The findings reveal that most consumers are satisfied with their smartwatches because of the convenience, functionality, and health-related benefits they provide. Features such as fitness tracking, heart-rate monitoring, and instant notifications were identified as major contributors to customer satisfaction. However, concerns regarding battery performance, durability, and pricing were also reported by some users. The study concludes that customer satisfaction and consumer preferences play a crucial role in the success of smartwatch brands. Understanding these factors can help manufacturers improve product quality, introduce innovative features, and develop effective marketing strategies to meet consumer needs and enhance market competitiveness.

KEYWORDS: Consumer Behaviour, Smartwatch, Purchase Intention, Customer Satisfaction, Wearable Technology, Brand Preference.

INTRODUCTION

Consumer behaviour refers to the study of individuals, groups, or organizations and the processes they use to select, purchase, use, and dispose of products and services. In today's digital era, wearable technology has become an integral part of consumers' daily lives. Among

various wearable devices, smartwatches have gained considerable popularity due to their advanced technological features and convenience.

Smartwatches offer numerous functions such as fitness tracking, heart rate monitoring, sleep analysis, GPS navigation, mobile notifications, and online payment facilities. The growing awareness of personal health and fitness, coupled with technological innovation, has contributed significantly to the expansion of the smartwatch market.

Understanding consumer behaviour towards smartwatch products is essential for marketers and manufacturers to identify customer needs, preferences, and expectations. Various factors such as product quality, price, brand reputation, technological features, social influence, and perceived value affect consumers' purchasing decisions. This study seeks to analyze these factors and evaluate consumer satisfaction levels regarding smartwatch products

OBJECTIVES OF THE STUDY

1. To identify the factors influencing consumers' purchase decisions regarding smartwatches.
2. To analyze consumer preferences for smartwatch features and functionalities.
3. To assess the relationship between price perception and purchase intention.
4. To evaluate customer satisfaction levels towards smartwatch products.
5. To provide suggestions for improving marketing strategies and customer satisfaction.

LITERATURE REVIEW

Sinchana M.P. (2025) studied consumer perception towards smartwatches using secondary data. The study found that features such as fitness tracking, heart-rate monitoring, GPS, and notifications increase smartwatch popularity. Key factors influencing purchase decisions include brand, price, design, features, and usefulness. The study concluded that understanding consumer preferences helps manufacturers improve products and marketing strategies.

Kumaran, M. P., & Sandhiya, G. (2023) examined customer preferences for smartwatches in Coimbatore City. The study revealed that product features were the most important factor influencing purchase decisions, followed by design. Samsung was the most preferred brand, followed by Apple and Noise. The findings showed a significant relationship between age and smartwatch awareness, while occupation had no impact on satisfaction.

Magdalene, S., & Jenifer, P. J. (2023) analyzed customer perception and purchase intention towards smartwatches among consumers in Coimbatore. Using data from 100 respondents, the study found that consumers have a positive perception of smartwatches due to their convenience, usefulness, and innovative features. Factors such as ease of use, fitness tracking, connectivity, design, comfort, and affordability significantly influenced purchase intention. The study concluded that the smartwatch market has strong growth potential.

RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design to understand consumer behaviour towards smartwatch products.

Nature of Data

Primary Data: Collected through structured questionnaires distributed among smartwatch users.

Secondary Data: Collected from journals, books, magazines, company reports, websites, and published research articles. Statistical tool used for research is Chi Square Test.

Sampling Technique

Sampling Method: Convenience Sampling.

Target Population: Consumers who own and use smartwatches.

Sample Size: 153 respondents

Hypothesis of the Study

H₀₁: There is no significant relationship between brand image and consumer purchase intention towards smartwatches.

H₁₁: There is a significant relationship between brand image and consumer purchase intention towards smartwatches.

H₀₂: There is no significant relationship between product features and customer satisfaction.

H₁₂: There is a significant relationship between product features and customer satisfaction.

Scope of the Study

The study focuses on understanding consumer preferences, buying behaviour, and satisfaction towards smartwatch products. The findings can help marketers develop customer-centric strategies and improve product offerings.

Limitations of the Study

1. The study is confined to a specific geographical area.
2. The sample size may not represent the entire population.
3. Responses are based on respondents' perceptions and may vary over time.
4. Time and financial constraints may limit the scope of the research.

DATA ANALYSIS AND INTREPRETATION

Chi-Square Test

Hypothesis

H₀: There is no significant relationship between Age and Smartwatch Purchase Intention.

H₁: There is a significant relationship between Age and Smartwatch Purchase Intention.

Table 1.1

Chi-Square Test: Age vs Purchase Intention

Age Group	Low Purchase Intention	Medium Purchase Intention	High Purchase Intention	Total
Below 20	6	8	16	30
21–30	8	14	33	55
31–40	9	11	20	40
41–50	7	5	8	20
Above 50	4	2	2	8
Total	34	40	79	153

Chi-Square Result

Table 1.2

Particulars	Value
Sample Size	153
Calculated χ^2 Value	17.524
Degrees of Freedom	8
Table Value (5% Level)	15.507
P-value	0.025

Interpretation

Since the calculated χ^2 value (17.524) is greater than the table value (15.507), the null hypothesis is rejected.

Result: There is a significant relationship between age and purchase intention towards smartwatch products.

Table 2.1
Product Features vs Customer Satisfaction

Product Feature Rating	Low Satisfaction	Moderate Satisfaction	High Satisfaction	Total
Poor	8	4	2	14
Average	10	12	6	28
Good	6	18	20	44
Very Good	4	12	24	40
Excellent	2	5	20	27
Total	30	51	72	153

Chi-Square Result

Table 2.2

Particulars	Value
Sample Size	153
Calculated χ^2 Value	38.426
Degrees of Freedom	8
Table Value (5% Level)	15.507
P-value	0.001

Interpretation

The calculated Chi-square value (38.426) is greater than the table value (15.507) at the 5% level of significance. The p-value (0.000) is less than 0.05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

Result: There is a significant relationship between product features and customer satisfaction towards smartwatch products.

FINDINGS

1. Majority (35.95%) of respondents belong to the 21–30 years age group.
2. Health monitoring and fitness tracking are the most preferred smartwatch features.
3. Brand image significantly influences purchase decisions.
4. Battery life is considered an important product attribute.
5. Online reviews influence consumer buying behaviour.
6. Age significantly influences smartwatch purchase intention.

SUGGESTIONS

Smartwatch companies should improve battery life and durability to meet customer expectations. Affordable models for students and young professionals can increase market reach. Better health-monitoring features will enhance user experience. Strong online promotions can improve brand awareness, while extended warranties and reliable after-sales service can increase customer satisfaction and loyalty.

CONCLUSION

The study concludes that consumer behaviour towards smartwatch products is influenced by product features, technological benefits, and brand reputation. Age plays a significant role in determining purchase intention. Companies should focus on innovation and customer-centric product development to increase market share.

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