

THE STUDY ON IMPACT OF SOCIO-ECONOMIC CHARACTERISTICS OF BRAND STICKING TENDENCY WITH SPECIAL REFERENCE TO SMART WATCHES

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Abstract: *Smart watch has offered many Services in the Market. But as there are Illiterates and Literates, need to figure out how well the services of Smart Watch are been accepted and satisfied by the Consumers. Some sets of people are not still aware of the services provided in the Smartwatch; So, in order to create awareness among people many measures are been taken. This Study is also concentrated in few things such as analysing the Best Attractive features, Customer perception. This study is using Questionnaire data that has been sorted.*

Introduction

“The Study on Impact of Socio-Economic Characteristics of Brand Sticking Tendency with The Special Reference To SMARTWATCH” aims to investigate about the Smart Watch factors such as Battery Life, Dust Proof, Temperature, Heart Beat Rate, Alarm etc...and Consumer’s satisfaction of brand sticking tendency to Smart Watch.

By analysing these Socio-Economic variables with brand, the research aims to gain valuable insights into Consumer Behaviour and the factors that drive long term Commitment to particular Smart Watch Brands in the Market.

Objectives of the Study

1. To analyse the impact of Socio-Economic Characteristics on the Brand Sticking of Smart Watch.
2. To find the perception of Customers towards the Smart Watch.
3. To find out the Best Attractive features of Smart Watch.

Scope of the Study

The Study has been investigated about the impact of Socio-Economic Characteristics of Brand Sticking Tendency with Special Reference to Smart Watch in the Market.

Research Methodology

Present data is based on Primary Data which are collected from the students of SFS College, Hebbagodi and from some people in Electronic City having different races between the age group of 18 to 40 years. This questionnaire is employed as the major instrument of data collection for this Study. People are provided with Google forms, some direct survey was held to make the analysis.

Analysis of the Study

Impact Of Socio-Economic Characteristics on Brand Sticking of Smartwatch

Smart watches are highly used by people all across the globe, people find it convenient to use because of its developed features. But still we need to know the reason behind people sticking on smart watches without changing it to ancient time watches, hence the study has been concluded.

Perception of Consumer Towards Smart Watches

Tough people stick to the brand and buy it often, but we don't know whether they are satisfied with it or not. Therefore, a study was concluded to know about their perception.

Table 1

Statements	Number Of People	Percentage
Positive	110	89%
Negative	13	11%
Total	123	100%

As per the analysis we get know that majority of people who use smart watches are students and people who are at workplace age between 19 to 35. Whereas, majority of them have been given good perception and even percentage is very high, indeed they are satisfied with their providences of feature from smartwatches.

Best Attractive Features of Smartwatch

There are enormous features available in smartwatches. Yet some features don't satisfy people due to unavoidable situations they are unable to use it and with many features they are not interested with. Therefore, few questions were given and asked by people to give ranking according to their satisfaction, usage and inter

Table 2

Features	1	2	3	4	5	6	7	8	9	10	Total
Fitness tracker	53(530)	16(144)	9(72)	9(63)	9(54)	8(40)	6(24)	4(12)	4(8)	5(5)	123(952)
Calling and messaging	18(108)	14(126)	13(104)	9(63)	12(72)	7(35)	8(48)	5(15)	5(10)	2(2)	123(655)
Social media	62(620)	23(207)	9(72)	3(21)	1(6)	0(0)	13(78)	0(0)	12(24)	0(0)	123(1028)
GPS Tracker	8(80)	2(18)	6(48)	17(119)	27(162)	3(15)	20(120)	32(96)	0(0)	8(8)	123(666)
Battery life	15(150)	26(230)	12(96)	0(0)	6(36)	16(80)	3(18)	23(69)	2(4)	20(20)	123(707)
Finding things	2(20)	19(171)	31(248)	26(182)	6(36)	9(45)	5(30)	16(48)	0(0)	9(9)	123(789)
Temperature	20(200)	98(882)	10(30)	0(0)	23(138)	20(100)	9(54)	0(0)	10(20)	20(20)	123(694)
Alarm remainder	15(150)	36(324)	13(100)	15(105)	3(18)	21(105)	5(30)	3(9)	7(14)	5(5)	123(874)
Bluetooth	23(230)	30(270)	0(0)	26(182)	34(200)	5(25)	5(30)	0(0)	0(0)	0(0)	123(941)
Pedometer	29(290)	30(270)	6(48)	12(84)	23(138)	0(0)	3(18)	10(30)	5(10)	5(5)	123(893)

According to table 2 analysis were made through rank , As per the analysis we get know that majority of people who use smart watches are students and people who are at workplace age between 19 to 35.

The feature which secured more points gets first rank, signifies people like those features, likewise we figured out the ranks given by people. The ranks were assigned according to its total scores as follows: -

- 1.Social media
- 2.Fitness tracker
- 3.Bluetooth
- 4.Pedometer
- 5.Alarm reminder
- 6.Finding things
- 7.Battery life
- 8.Temperature
- 9.GPS tracker
10. Calling and messaging

Major Findings

From this study it is found that people highly use smart watches and it also affect their life as follows,

1. People use smartwatches not only because it is fashionable but also, they found it easy and beneficial to use.
2. Those days smartwatches were not invented and clockwise watches were used to see time only.
3. Due to its population and developed technological features people found it very needful to use it in this busy modern era.
4. It became convenient for to have small easy carriable gadget through which people call, message, find fitness tracker make them active and saves time.
5. Most of the people are still facing some technical issues while using smartwatches, which made them give negative comments.
6. It is also affordable to buy every class people according to their budget.

Suggestions

The following are the suggestions to improve the quality services provided by smartwatches.

1. Smart watches should contain a good battery life, as most of the people are concerned about it.
2. Tough it is available everywhere but some people find it difficult to buy due to its high cost, it can be reduced.
3. Many people find it irritating when they get continuous notifications, smartwatches can afford to reduce notifications.
4. It can still make lot of facility in connection settings like WIFI, Bluetooth etc.,
5. People expect smartwatches to work without getting connected to any of the device.
6. Advertisement about smartwatches is very less, people are not much aware about the product, hence it can be provided.
7. Bringing awareness in colleges, workplaces and some other literate areas and provide them with knowledge and importance of smartwatches.

Conclusion

The project is carried out at Electronic City, with regard to "IMPACT OF SOCIO-ECONOMIC CHARACTERISTICS ON BRAND STICKING TENDENCY" to analyse people's opinions towards smartwatches and suggestions for its better technological impacts. The research had been carried, so this data signifies most of the people using smartwatches are literates.

Due to their knowledge in developing world and easy usage of gadget they are satisfied with it. Whereas the illiterates find it but difficult and consume some time to learn to use smartwatches. They have both positive and negative perceptions, but most of the responds which we obtained from the research are positive responds. People are glad with its convenience. They also have some negative responds mentioned in suggestions which can be improved.

Every people who used it for years are encouraging the smartwatches for bringing small changes in this day-to-day lifestyle. These changes like maintaining their fitness, saving their time, insisting them through notifications made their day complete by finishing their task, the survey conducted in convenience sampling method to find out the level of adoption of people have revealed that people are getting comfortable and gaining knowledge about technological practices.

Henceforth, if people from illiterate background are also given with proper training and knowledge about usage of smartwatches, we will be able to find even more people using it. We can conclude by saying that smartwatches bring positive changes in lives of people and are a needful gadget required, every people in modern era are glad to use so we can implement the advertisement and sell it for better development of our society.