

USER PERCEPTION AND SATISFACTION TOWARD SMART WATCH IN COIMBATORE AND TIRUPUR DISTRICTS

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ABSTRACT

Wearable computers are expected to become the next big thing but popular press is divided on whether they will be successful. In this paper we review the existing literature on one type of wearable smartwatches and extend their definition, in addition to highlighting the need to understand users' everyday appropriation of these technologies. We present initial findings from an ongoing interview, to the best of our knowledge, the first to investigate why and how people use smartwatches in real life. We describe everyday use of smartwatches, highlight the added value seen by users, and identify the limitations to mass adoption as expressed by current users.

Keywords : Health conscious, Fitness, Digitalised.

INTRODUCTION

Smart watch was invented in the year 1972 by Hamilton watch company and the person who invented was Steve Mann. Smart watch is a wearable computer in the form of a wristwatch; modern smart watch provides a local touchscreen interface for daily use, while an associated smartphone app provides for management and telemetry. While early models could perform basic tasks, such as calculations, digital time telling, translations, and game-playing, 2010s smart watch have more general functionality closer to smartphones, including mobile apps, a mobile operating system and Wi-fi /Bluetooth connectivity. Some smart watch function as portable media players, with FM radio and playback of digital audio and video files via a Bluetooth headset. Some models, called 'watch phones' (or vice versa), have mobile cellular functionality like making calls.

OBJECTIVES OF THE STUDY

- ✓To study the growth and development of smart watch marketed in India.
- ✓To study the awareness of the selected branded smart watch from any of the consumers.
- ✓To analyse the customer attitude towards the branded smart watches.
- ✓To examine the factors influencing the consumers while selecting branded smartwatch.
- ✓To evaluate level of satisfaction by consumers while using branded smart watch.

SCOPE OF THE STUDY

- ✓The smart watch consistently monitors the physical health of the users.
- ✓It gives user a real satisfaction with its outstanding scope as it plays a complete role of mobile phone along with long lasting battery life.
- ✓This multipurpose electronic gadget acts as a many-in-one source in this digitalized era.

RESEARCH METHODOLOGY

Research methodology refers to the way in which the research is conducted and how the data collection progressed. It includes the procedures and techniques which are used to perform the research effectively.

Research design

A sample design is the definite plan for obtaining a sample from a given population. A convenient sample technique has been adopted for analysing consumers preference towards the selected branded smart watches in Coimbatore and Tirupur districts. It constitutes the blueprint for the collection, measurement, and analysis of data.

Area of study

The area of the study refers to Coimbatore and Tirupur cities which are the most industrialized cities in Tamil Nadu. These cities have large amount of educational and healthcare institutions to serve the people.

Sample size

Sample size refers to the number of persons to be selected from the area to constitute a sample. The sample size for this study is 200, who are the smart watch users in Coimbatore and Tirupur City.

Database and Methodology

Both Primary and Secondary sources of data have been collected for the purpose of the study. The primary data has been collected through a well-structured questionnaire. The respondents who accepted to provide information and for the purpose of the study 200 respondents were conveniently selected and the data was collected through the questionnaire method. 100 from Google Sheet response and 100 from soft copies.

The data have been collected to analyse their awareness levels and the marketing strategies which encouraged them to buy and use the smart watch. The secondary data have been collected from the books, journals, magazines and web portals.

REVIEW OF LITERATURE

Rifki Wijaya et al., (2014) conducted a research that data collecting is an important issue for healthcare problems. Many people use heart rate to identify how many calories burned. Heart rate data is collected using a direct observation method. Direct observation methods using tools are called smart watches. This data is used for further research in the heart rate time series.

Blaine reeder et al., (2016) conducted a study that smart watches have the potential to support health in everyday living by: enabling self-monitoring of personal activity; obtaining feedback based on activity measures; allowing for in-situ surveys to identify patterns of behaviour; and supporting bi-directional communication with health care providers and family members. However, smart watches are an emerging technology and research with these devices is at a nascent stage.

Lyon et al., (2019)²⁰ claim that Facet is a solution worth looking at by providing the readers with two user scenarios where Facet can come in handy and could potentially fit right into the lives of most people. However, the scenarios seem to be pushing its use more than

showing off its potential in the real world. The size of the multi-faceted smart watch is quite bulky and could get in the way of people's daily lives which the paper ignores to reveal in the user scenarios. The size contrasts the size of the touch-sensitive wristband smart watch which is fairly thin and this means that the touch-sensitive wristband smart watch is more likely to be accepted by the general public.

MacKenzie et al., (2019)¹⁶ have a technique which appears to be more efficient than the text input technique proposed by Dunlop et al. However, in order to truly compare the two techniques we will need to consider how the user testing was conducted, mainly because the technique proposed by Dunlop et al lacks data on the WPM rate. Dunlop et al. claim their technique has potential since they conducted a detailed analysis of variations of text character arrangements and they have ranked them based on a disambiguation score. Under their specifications, a text arrangement with a lower disambiguation score allowed a new user to easily understand the layout and make fewer errors.

OVERVIEW OF THE STUDY

This study aims to explore usability issues of watch-type wearable devices and to suggest guidelines for improved operation of smart watches. To do so, we conducted a series of surveys, interviews, and task performance experiments. Thirty smart watch users from ages 20 to 43 years were recruited. Users' experiences of smart watches were collected via a weeklong, online-based diary study, which consisted of various tasks to be completed while smart watches were in use.

In addition, task performance tests were conducted for the tasks most frequently conducted on touch-based displays: number entry, swiping, and scrolling. Specific usability issues of smart watches were identified and summarized for each usability principle by triangulating survey, interview, and task performance evaluation results. Based on the insights from the results of the study, we conclude by suggesting guidelines for further enhancing users' experience of future smart watch.

TOOLS USED IN THE STUDY

- PERCENTAGE ANALYSIS
- AVERAGE RANKING ANALYSIS

- CHI SQUARE ANALYSIS

FINDINGS OF THE STUDY

Percentage Analysis

- Majority (52.5%) of the respondents are male.
- Majority (73.5%) of the respondents are unmarried.
- Most (28%) of the respondents are earning rs.25,001-50,000
- Majority (60%) of the respondents are from urban area of tirupur.
- Majority (60%) of the respondents are aware of smart watches.
- Most (45%) of the respondents are using apple brand smart watches.
- Most (39%) of the respondents are using the smart watch which ranges between rs.5000-rs.10000.
- Majority (52%) of the respondents are aware about smart watches by the family.
- Majority (55%) of the respondents are aware of smart watches through newspaper.
- Majority (50%) of the respondents are using smart watches for less than a year.
- Majority (50%) of the respondent's states that they are regularly using the smart watches.

Chi-Square Analysis

- ✓ It is concluded that the personal factors such as gender, educational qualification, occupational status, family monthly income, have significant influence on the awareness level by the respondents while choosing the specific brand of smartwatches.
- ✓ It is concluded that the personal factors such as gender, educational qualification, occupational status, family monthly income, have significant influence on the important factors to be considered while choosing a smart watch.

- ✓ It is concluded that the personal factors such as gender, educational qualification, occupational status, family monthly income, have significant influence on the level of agreeability towards usage of smart watches.
- ✓ It is concluded that the personal factors such as gender, educational qualification, occupational status, family monthly income, have significant influence on the problems faced by the users of smart watches.

Average Ranking Analysis

- Majority of the respondents gave first rank for factor user friendly as a major reason for preferring branded smart watches.
- Majority of the respondents ranked Helps tracking phone or any devices as first important factor.

SUGESSTIONS

- ✓ The users expect new design, new display style for the watches.
- ✓ Users have to continuously monitor the Smart brands available in the market.
- ✓ Safety and future Gesture and Sensor should be enabled.

CONCLUSION

“TIME HAS CHANGED AND SO OUR NEEDS. A CLICK AWAY IS A WORLD OF SEAMLESS SMARTNESS PROCEED, SIMULATING PROCEED, SIMULATING YOU AND ME, WITH PERFECTION INDEED”.

From the above study I wish to conclude that the smart watches are technological oriented and helps us to take to the next level of work environment. It helps to enrich the fitness and health conscious people can really adapt this. On the whole, it is satisfactory and recommended to all of them.

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