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Consumer Perception towards Smartwatch Adoption: An Exploratory Analysis

Sayan Karmakar¹, Shubhrajyoti Chanda², Sohini Saha³, Simran Rout⁴

Smartwatches play a significant role in people's everyday lives by providing health and fitness options. This study examined consumer perception and purchase intention for smartwatches with a focus on behavioural, technological, and lifestyle. Data were collected using a structured questionnaire from 127 respondents to measure the type of consumer behaviour regarding both ownership of smartwatches and purchase intention. The Exploratory Factor Analysis ($n=127$) identified three factors associated with attitudes related to smartwatches: Perceived Value and Lifestyle Impact (satisfaction with features, value for money, lifestyle improvement, and positive feelings about the product), Feature Evaluation (features satisfaction, design, and health values), Technical Reliability and Trust (battery life, brand reputation, and trusting the reviews about the product). The Principal Component Analysis with Varimax rotation produced a cumulative percentage of variance explained of 73.0%; the KMO value of .82 and significant Bartlett's Test of Sphericity ($p < .001$). The results suggested that the sample size was adequate for identifying the key drivers of purchase intention of smartwatches. Identifying these factors will create a better understanding of the buying pattern of smartwatches and strategize the producer for marketing growth.

Keywords: Consumer perception, Perceived value and lifestyle impact, Feature evaluation, Technical evaluation and trust, Smartwatch

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