



RESEARCH ARTICLE – 5

UNDERSTANDING CUSTOMER'S MOTIVATION TO PURCHASE A SMARTWATCH: A STUDY OF CUSTOMERS IN TIER-2 CITIES

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ABSTRACT

The Covid-19 pandemic channelized people's attention towards health consciousness and personal fitness. The market for the smart wearables like wrist bands and smart watches that were introduced in the early 2000's grew exponentially post pandemic. Combining a smartphone with a health monitoring gadget can detect chronic illness and encourage a healthy way of life. The present study tries to find the variables that influence the consumers of tier 2 cities to buy smart watches. The unified theory of acceptance and use of technology 2 model has been used for the study.

The data for the study was collected from the users of smart watches in the tier 2 cities of North Karnataka. A structured questionnaire was designed and was distributed among the respondents in the Google forms format. The present study utilised SEM using SPSS AMOS for analysing data from 158 respondents. The study discovered that behavioural intentions of the customers in tier 2 cities was significantly influenced by factors such as performance expectancy, effort expectancy, price value, hedonic motivation, and facilitating conditions. Social influence as a factor had no significant influence on the behavioural intention of customers in tier 2 cities while purchasing a smartwatch.

Keywords: *Smartwearables, Smartwatches, Behavioural intentions, customers.*

Introduction

Customers bought a smartwatch for various purposes, one of them being tracking their health and personal fitness. Covid 19 highlighted the need for keeping track of our health to avoid any uncertainties. Several studies have found that an increasing number of individuals are purchasing wearable devices to promote fitness and manage their health (Saini et al., 2022; Koo S.H, 2017). Wearable devices are instruments that can be worn on the body, typically on or near the skin, and are equipped with sensors capable of detecting various physiological variables. Wearable technology includes devices that can be placed on the limbs, torso, or head such as watches, bracelets, phones, glasses, head-mounted displays, hearing aids, suits, belts, shoes, and patches that can measure various physiological parameters, which include heart rate, rhythm, blood pressure, oxygen saturation, skin temperature, steps travelled, calorie expenditure estimates, blood glucose levels, and UV radiation exposure (Lu et al., 2020).

India is now the world's third-largest market for wearable devices. A recent study determined that consumers in India are motivated by health and autonomy, health self-efficacy, and

technological innovativeness to adopt wearable healthcare devices (Pandey et al., 2022; Devine et al., 2022). Due to a rise in people who are concerned about their health after the pandemic the Smartwatch craze has been growing (Mandala et al., 2022). The Smartwatches market in India is projected to reach a revenue of US\$110.50m in 2024. It is expected to show an annual growth rate (CAGR 2024-2028) of 6.43%, resulting in a projected market volume of US\$141.80m by 2028. The user penetration is estimated to be 0.05% in 2024 and is expected to remain at 0.05% by 2028. According to Jung et al., (2016) the Smartwatch market has been highly competitive with new entrants like Boat, Realme, and Noise and large firms like Apple, Google, Microsoft, Redmi and Samsung. When buying a Smartwatch, the customers have a wide range of options.

From academic perspectives, famous theories of technology acceptance in recent decades discuss the products and their effects from the organizational and utilitarian points of view (Wu & Holsapple, 2014). However, since the Smartwatch is an individual, consumer-oriented hardware, it is essential to investigate an individual's intrinsic perceptions such as hedonic motivation (Venkatesh et al., 2012; Wu & Holsapple, 2014). Studies have investigated the ways in which fashion, technology and health affect the purchase decision using variety of theories including UTAUT (Dash et al., 2022; Gao et al., 2015; Hsiao & Chen, 2018; Luney et al., 2016). The Innovation Diffusion Theory (IDT) provides a comprehensive and effective examination of the factors which may affect the spread of a new technology among the members of an organization (Bennett and Bennett, 2003; Brancheau & Wetherbe, 1990; Rogers, 2003). The Technology Acceptance Model (TAM) has a simple and solid structure that can explain an individual's key considerations of information system acceptance (Davis, 1993). Nevertheless, TAM appears to have limited explanatory ability related to electronics system use because of the way it excludes important evaluations, such as social influence in actual situations, leading many researchers to incorporate other theories instead of using TAM alone (Bagozzi, 2007; Benbasat & Barki, 2007; Chuttur, 2009; Dishaw & Strong, 1999; Legris et al., 2003). More precisely what factors encourages the adoption of smartwatches is still not clearly answered in the existing research (Kranthi & Ahmed, 2018). The present study considered the Unified theory of acceptance and Use of technology 2 (UTAUT2) model to test the factors contributing to technology adoption in the Indian context and with special references to customers in tier 2 cities. Although UTAUT2 model has been used in previous studies, not many of them focus on customers in smaller tier 2 cities. The Indian population needs to be studied since it is more diverse than population of other emerging economies. Following a population-based classification, a city to be designated Tier 2 city, needs to have a population ranging between 50000 to 99999 people. For customers in tier 2 cities, a major source of influence is the word-of-mouth. Tier 2 and 3 cities have close-knit communities and there is an evident social pressure on status and reputation. Recommendations from the community also factored in a lot for purchase decisions. According to Chakraborty (2021) the most critical aspects that affects customer's intention to purchase in modern management is availability and consistency. According to Jain (2022) the Covid 19 pandemic has forced the customers to utilise digital technologies to improve both their personal and professional lives. This brings us to ask the following research questions.

RQ1: Is there a similarity between the UTAUT2 model constructs and the factors considered by the customers of tier 2 cities while purchasing a smartwatch.

RQ2: Does gender have an influence on the factors that lead to behavioural intentions of customers of tier 2 cities during the purchase of smartwatch.

Objectives of the study

The primary objective of the study is to understand the factors that customers of tier 2 cities consider while purchasing a smartwatch and how accurately the UTAUT2 models constructs predict them.

To study the influence of gender on the factors that lead to behavioural intentions of customers of tier 2 cities during the purchase of smartwatch.

Theoretical Background

The definition of a Smartwatch as observed in the literature is “a wrist worn device with computational power, that can connect to other devices via short range wireless connectivity, provides alert notifications, collects personal data through a range of sensors and stores them (Cecchinato et al.,2015). Smartwatches are wrist mounted, and therefore possess strong advantages over other devices: their mount location, and the continual connection to the skin (Rawassizadeh, Price, et al., 2015). These characteristics give smartwatches new possibilities in remote health care and other applications.

The UTAUT2 model was used as a theoretical background in this study. The UTAUT2 model is an extension of UTAUT (Venkatesh et al., 2003) model coined by Venkatesh et al. (2012). The special feature of this UTAUT2 model is that it is specifically designed to understand the technology adoption in the consumer context. The UTAUT model (Venkatesh et al., 2003) was conceptualised to understand the information system adoption in an organisational context. The best part of UTAUT2 model is it has the best explanatory power (Venkatesh et al., 2012). The UTAUT2 model consists of seven exogenous variables: 1. Performance Expectancy (PE), 2. Effort Expectancy (EE), 3. Social Influence (SI), 4. Facilitating Conditions (FC), 5. Hedonic Motivation (HM), 6. Price Value (PV), 7. Habit (HBT).

The main purpose of using UTAUT2 theory for this study is because of its high explanatory power. Also, Venkatesh et al. (2012) have recommended extending their UTAUT2 model with relevant variables in a different technology context. Venkatesh et al. (2003) stipulated that “consumer decision making on technology adoption differs across context, so there is a need for a separate investigation in a specific technology context”. Based on those recommendations the UTAUT2 model was used as a theoretical background for this study.

Table: 1 Construct definitions

Construct	Definitions
Performance Expectancy	“the degree to which using technology will provide benefits to consumers in performing certain activities”
Effort Expectancy	“the degree of ease associated with consumers ‘use of technology”
Social Influence	influence of friends, family members, colleagues, superiors, and experienced individuals are known to the potential adopter”
Facilitating Conditions	“consumers’ perceptions of the resources and support available to perform a behaviour”
Price Value	consumers’ cognitive trade-off between the perceived benefits of the applications and the monetary cost for using them”
Hedonic Motivation	defined as “the fun or pleasure derived from using technology”

Performance Expectancy:

Performance expectation is defined as the belief in the advantages of using technology to complete a task (Venkatesh et al., 2012). Alwan et al., 2016 stated that if consumers perceive technology as more valuable their tendency to adopt it increases. The previous studies (Hong et al., 2017; Wu et al., 2016; Chuah et al., 2016; Mani & Chouk, 2017) shows that the PE factor was found to be important determinant for adoption of wearable technology adoption like Smartwatch. More concrete performance expectancy implies that consumers are more ready to embrace new technologies once they are convinced this will assist them to carry out their job.

H1: Performance Expectation (PE) significantly influences the customers behavioural intention to purchase a smart watch.

Effort Expectancy:

Effort expectancy is defined as the degree of ease associated with the consumer's use of technology (Venkatesh et al., 2012). In addition to functionality a consumer's propensity for new technology is determined by the amount of work necessary to become accustomed to it (Tak & Panwar, 2017). The premise that effort expectancy certainly influences the smartwatch adoption, along with the actual usage of technology, has consistently already been formulated in previous studies amongst Malaysian (Chuah et al., 2016), South Korean (Kim & Shin, 2015), and Turkish (Karahanoğlu & Erbuğ, 2011) smartwatch consumers.

H2: Effort Expectancy (EE) significantly influences the customers behavioural intention to purchase a smartwatch.

Social Influence:

Social influence is defined as the way that other people's opinions affect a person's capacity for making decisions (Venkatesh et al., 2003). Several researchers held that social influence was the most salient predictor of smartwatch adoption (Wu et al., 2016; Hsiao, 2017). Social influence is found to have significant relationship towards smartwatch adoption among Taiwanese (Wu et al., 2016; Hsiao, 2017).

H3: Social Influence (SI) significantly influences customers behavioural intention purchase a smartwatch.

Facilitating Conditions:

Facilitating conditions is defined as the consumer's perception of the resources and support available to perform a behaviour (Venkatesh et al., 2012). Previous studies by Chen and Shih (2014), Spagnolli et al., (2014) and Wu et al., (2011) held that facilitating conditions is an important condition for wearable device adoption.

H4: Facilitating Conditions (FC) significantly influence customer's behavioural intention to purchase a smartwatch.

Price Value:

Price value considers customers opinions of the new technology's usefulness as well as the financial costs associated with purchasing and utilising it (Venkatesh et al., 2012). The price value is constructive in cases where the advantage of using a technology is identified to be more than the monetary cost and such price value will have a positive influence on intention to adopt that technology.

H5: Price Value (PV) significantly influences the customer's behavioural intention to purchase a smartwatch.

Hedonic Motivation:

The happiness and excitement that comes with utilizing new technology is known as hedonic motivation (Venkatesh et al., 2012). Smartwatch consumers are intrinsically motivated in smartwatches if they are fascinated with or perhaps taking pleasure in using it. In this study, it is anticipated that smartwatch individuals who believe using smartwatches as being pleasurable as well as entertaining, which makes them intrinsically motivated and are more likely to adopt and use the same.

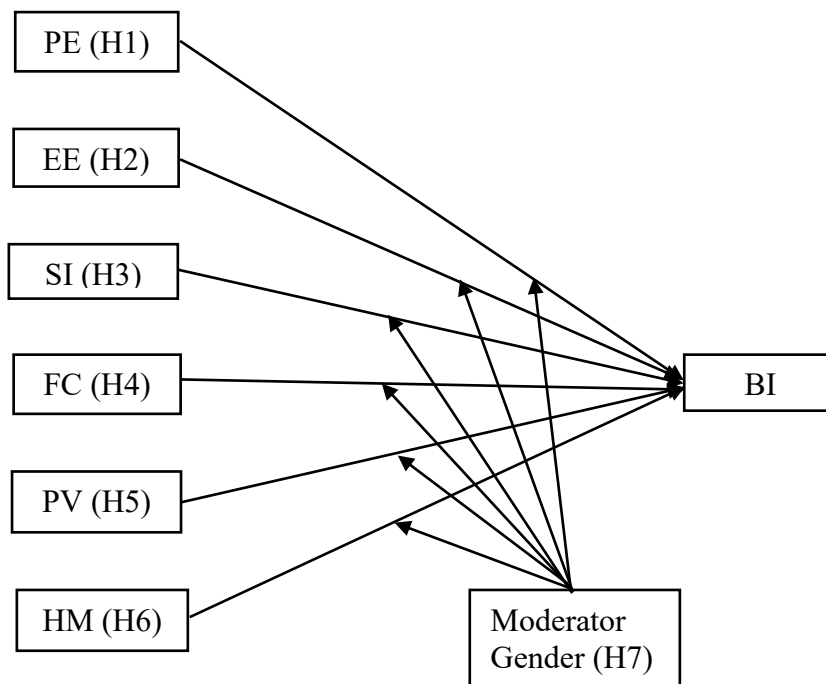
H6: Hedonic Motivation (HM) significantly influences customer's behavioural intention to purchase a smartwatch.

Gender as a Moderator:

Adoption of any technology by the users is significantly influenced by their demographics (Chakraborty & Paul, 2023). Gender influences the attitude of customers and their intention to buy and this in turn shapes purchase behaviour (Chawla & Joshi, 2020). Studies have found that female customers are more comfortable using noncomplex technology-based products (Venkatesh et al., 2003), whereas men are more comfortable with updated information technology and their usage (Sharma et al., 2020). A significant link has been established between gender and purchase intention.

H7: Gender moderates the relationship between PE, EE, SI, FC, PV and HM and behavioural intention.

Figure: 1 Conceptual Model



Research Methodology

The following is a descriptive study describing the behavioural intention of the customers towards purchasing and using smartwatches in the cities under study. The UTAUT2 model is used for the study. A structured questionnaire was designed and distributed in the Google forms format among the students, teacher communities, friends, and acquaintances. Responses were collected from users of smartwatches aged between 20 to 46 and above years of age. A total of 222 responses were received out of which 158 were complete and could be used for analysis. An attempt was made to collect data from individuals of various demographic backgrounds to make a more precise depiction of the population. As evident in Table. 2 54.1percent of the

Table: 2 Respondents Demographic Profile

Characteristics	Values	Frequency	Percentage
Gender	Male	85	54.1
	Female	72	45.9
Age	20-25	100	63.7
	26-30	44	28.0
	31-35	5	3.2
	36-40	3	1.9
	41-45	4	2.5
	46 and above	1	0.6
Qualification	PUC	1	0.6
	Graduation	31	19.7
	Post-Graduation	125	79.6

respondents are male and 45.9 percent are female highlighting a slight bias. Majority of the respondents are in the age group of 20 to 25 and 26 to 30. Qualification of the respondents ranged from Pre-University to Postgraduates. Majority of the respondents being Postgraduates.

Data Analysis

The data for the study was analysed using MS Excel and SPSS. Exploratory factor analysis and Cronbach's α test was carried out to test for reliability. Kaiser – Meyer- Olkin Measure of Sampling Adequacy and Cronbach's Alpha measure the values more than 0.8. These measures tell that the data collected is adequate and reliable for further analysis.

Table 3: Sampling Adequacy.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	497.058
	Df	15
	Sig.	.000
Cronbach's Alpha		0.886

Table 4: Comparative Factor Analysis.

	α	CR	AVE
PE	0.777	0.829	0.786
EE	0.655	0.7734	0.654
SI	0.751	0.7210	0.876
FC	0.829	0.988	0.766
PV	0.76	0.9746	0.789
HM	0.802	0.8944	0.75
BI	0.92	0.9861	0.799

Comparative Factor analysis is done using SPSS. In this the values of individual factors' Cronbach's alpha, composite reliability (CR) and average variance estimate are calculated (Table 4). The Composite reliability and Cronbach's' alpha have yielded sufficient construct for each parameter as they meet the threshold criterion of above 0.7. Similarly, the Average Variance Estimate has been calculated and AVE provides sufficient values for the convergent validity with a value 0.5.

Table 5: Inter Item Correlation Matrix

	EE	PE	SI	FC	HM	PV	BI
EE	1.000	.667	.371	.428	.481	.441	.476
PE	.667	1.000	.577	.682	.656	.578	.605
SI	.371	.577	1.000	.730	.527	.389	.571
FC	.428	.682	.730	1.000	.649	.536	.673
HM	.481	.656	.527	.649	1.000	.550	.614
PV	.441	.578	.389	.536	.550	1.000	.650
BI	.476	.605	.571	.673	.614	.650	1.000

Inter item correlations between the parameters are being estimated (Table 5). This analysis estimates the indirect effect of factors on each other w.r.t behavioural intentions.

Table 6: Model Fit Indices

Fit Index	CMIN/DF	GFI	TLI	NFI	CFI	RMSEA
Value	2.345	0.92	0.91	0.9	0.89	0.06
Threshold	3	>0.9	>0.9	>0.9	>0.9	<0.08

For analysis the study utilises SEM using SPSS Amos. Table 6 represents the model fit indices which demonstrates that all values are satisfactory, showing a good fit of the model.

Hypothesis Testing:

To determine the causal relationship hypothesis are developed in this study. The proposed paths are examined using SEM in AMOS. From Table 7 it is clear that Performance Expectancy, Effort Expectancy, Facilitating Conditions, Hedonic Motivation and Price Value significantly

impact Behavioural Intentions of customer as they indicate a p-value less than 0.05. As a result, our hypothesis H1, H2, H4, H5 and H6 are accepted.

Table 7: Path Estimates

Path	Estimate	SE	CR	P	Remarks
PE to BI	0.366	3.624	2.072	0.031	(H1) Accepted
EE to BI	0.227	3.883	0.3156	0.035	(H2) Accepted
SI to BI	0.326	3.626	0.4081	0.067	(H3) Rejected
FC to BI	0.453	3.267	0.3704	0.012	(H4) Accepted
HM to BI	0.378	3.485	0.3711	0.045	(H5) Accepted
PV to BI	0.422	3.357	0.3405	0.023	(H6) Accepted

Since Social Influence (H3) whose p-value is more than 0.05 is rejected, indicating no significant impact of Social Influence on Behavioural Intentions of customers in tier 2 cities.

Moderation Analysis:

Table 8: Moderation Analysis

Path	Beta	SE	P	LLCI	ULCI	Moderation
PE – BI	0.4536	0.2345	0.7618	-0.2567	0.5617	No
EE- BI	0.5723	0.3423	0.2341	-0.3512	0.7654	Yes
SI- BI	0.3456	0.1214	0.2345	-0.2415	0.5623	Yes
FC- BI	0.1212	0.2803	0.6785	-0.3415	0.8978	Yes
PV- BI	0.0435	0.1823	0.1122	-0.1239	0.7868	Yes
HM- BI	0.134	0.1608	0.5676	-0.0234	0.8956	Yes

The effect of gender on all factors is analysed using moderation analysis (Table 8). The analysis point’s gender significantly moderates the impact of all factors on BI except for Performance Expectancy. This leads to acceptance of all hypotheses relating to all other factors and rejection of hypothesis relating PE.

Discussion

Smartwatches are slowly gaining popularity even in tier 2 cities. After analysing the behaviour of customers of tier 2 cities it is found that PE, EE, HM, PV and FC significantly prompt behavioural intention. The results are substantiated by other studies done using the UTAUT2 model with relation to other products. It is a crucial construct to shape customer inclination (Farooq et al., 2018; Venkatesh et al., 2003; Zailani et al., 2015) as a technology that is expected to be useful creates its adaptability (Alalwan et al., 2018; Tarhini et al., 2018). Another study by Shamsi et al., 2013 reveals that for the millennial population in India Performance Expectancy, Social Influence, Hedonic Motivation and Brand Passion significantly elicit behavioural intention.

The UTAUT2 model is contradicted by the rejection of the significant impact of SI on the behavioural intention of the customers of the tier 2 cities. This may be because the reference groups may not be able to elicit interest among the customers in tier 2 cities about smartwatches, to make a purchase or they may not have the need to own a smartwatch.

Theoretical Implications:

The present study was conducted using UTAUT2 model to study the behavioural intentions of customers of tier 2 cities with respect to purchase of Smartwatches. The UTAUT2 model has previously been used in study related other technology-oriented products including Smartwearables. Especially studies have gone into the field of medicine and the use of wearables and the customer's perception of these wearables using many other models like TAM, IDT etc. The study highlights that social influence as a factor does not significantly influence the buying intentions of the customers in Tier 2 cities when it comes to purchase of Smartwatches. It also highlights the utility of the UTAUT2 model in understanding the behaviour of different population towards different products.

Limitations:

As the data for the present study was collected online using Google forms there may be an element of bias in the responses. The low rate of response from respondents of tier 2 cities can be another major limitation of the study. As the study included only tier 2 cities of North Karnataka the results cannot be generalised. The limitations leave a room for further research as in to bring in a larger sample size. Research can also be done for other age groups.

Conclusion

People use smartwatch for a variety of reasons. One of the major reasons being for tracking their health and fitness. While purchasing a technology-oriented product customers in tier 2 cities contemplate several factors such as price, Influence of friends, members of the family and reference groups. Through UTAUT2 model we have tried to understand the impact of the factors like Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation and Price value on behavioural intentions. All variables had a significant influence on Behavioural intentions of customers except Social Influence which did not have a significant influence on the behavioural intentions of the customers in tier 2 cities.

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