

Social media's impact on consumers' decisions to buy smart watches

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Abstract- This study tries to evaluate how social media affects consumers' purchase choices. Determining the influence social media has on consumers' purchase decisions is the main goal of this study. Social media's widespread use has given consumers a variety of ways to adjust many aspects of life. Social media platforms like Facebook, Twitter, and Instagram have added considerably to the rise in online shopping among consumers. The goal of this research is to find out which categories of customers in Punjab are most impacted by online purchases of smart watches via social media, as well as which types of social media are most commonly used by consumers there. In this study, primary research methodology and a questionnaire were utilized to assess the impact of social networking websites on the shifting behaviors of online shoppers. The goal of this research is to offer light on the how, when, and why social media influences consumer decision-making. Previous research on social media marketing, as well as consumer decision-making processes and social media, serves as the theoretical framework's base. The study reveals how people use social media to attention to, analyze, and select knowledge before making a purchase. The data reveals that when utilizing social media, people are more active in their search for information than when using traditional media. Nonetheless, information exposure throughout the knowledge search process is selective and subjective. The results show that using social networking sites throughout the data search and alternative appraisal phases affects customer happiness, with pleasure increasing as a result. The consumer applies the method's phases to their ultimate choice of what to purchase before carrying out an evaluation.

Keywords- consumers, customers purchasing decision, social media, and smart watches.

I. INTRODUCTION

Consumer Buying Behaviour

The process through which consumers select, acquire, and utilize goods and services to satiate their needs is known as consumer buying behavior. The behavior of the consumer is the product of numerous mechanisms operating in concert. A variety of circumstances, particularities, and traits all have an impact on an individual's background and the consumer's decision-making process, shopping habits, purchasing behavior, brands he chooses to buy from, or the merchants he visits. The result of each and every one of these factors is the decision to buy anything. The consumer chooses only those items that will give him a better level of utility after first considering the kind of goods he would like to consume.

The customer will estimate the amount of money he has available to spend after picking which items to buy. The consumer must do an evaluation of the market prices of numerous things as the process's last phase before deciding which of those goods he will purchase. A wide range of additional elements, such as social, cultural, economic, personal, and psychological ones, also have an impact on customers' purchase decisions.

II. REVIEW OF LITERATURE

McKinsey Company (2010): This study exhibits that social media significantly affects consumers, especially those making their first purchase. Customers prefer to conduct more research and solicit opinions before making a purchasing decision for high-priced products, therefore this influence is more significant. This shows that social media platforms have an impact on consumers while they are doing their research before making a purchase. Customers will afterwards use social media to inquire about the products and services.

Kumar et.al. (2017): A study conducted under the title "Consumer Perception and Purchase Intention towards Smart watch" investigated the fact that because users of smart watches can access their email and messages from social networking sites through the device after having their smart phones and smart watches synced. The internet, more so than other media, was largely responsible for raising awareness regarding smart watches. The results of this study indicate that consumers believe smart watches may be utilized in a very easy way to carry out both personal and professional duties. Consumers are of the opinion that the prices of smart watches are acceptable when considering all of their capabilities. According to the findings of this research, it is possible to draw the conclusion

that customers will likely buy smart watches in the future to conduct a variety of jobs. There are a great number of additional considerations, such as the perceived behavioural control and the convenience of usage, etc. have been ignored for the purposes of this study. The perceptions of consumers who are already knowledgeable are investigated in this study; nevertheless, there is a possibility that those who are informed about smart watches will be more willing to buy one in the future. Consumers view smart watches as a "want" item, and they are likely to own smart watches for the purpose of receiving notification alerts. Users of smart watches can check their email and messages from social networking sites from their wrists because they can sync with smart phones. The internet, more so than other media, was largely responsible for raising awareness regarding smart watches. Consumers are of the opinion that the cost of smart watches is acceptable given the variety of functions that they offer. The results of this study allow us to make the conclusion that consumers will probably purchase smart watches in the future to carry out a variety of tasks.

Melo(2017) : A paper titled "The Future of Smart Watches - A Case on the Current Status and Expected Category Evolution on the Portuguese Market" examines the present status and predicted category evolution on the Portuguese market. Owners of smart watches reported a favorable and content attitude toward their devices, even though some of them may not fully understand the category in question. However, there are some divergent views when it comes to pricing.

Visuriet.al.(2017):Research paper titled "Quantifying Sources and Types of Smart watches Usage Sessions," the study analysis shows that current smart watches are used more frequently than smart phones, and that smart watches are used in ways that have not been observed in the analysis of smart phone usage. The title of the research paper is "Quantifying Sources and Types of Smart watches Usage Sessions." Research paper titled "Quantifying Sources and Types of Smart watches Usage. The findings are based on comparing datasets that were collected on smart phones and smart watches simultaneously. As a result, one could argue that stand-alone smart watches could capitalize on these several distinguishing features. In addition, our research shows that user behaviour on both types of devices is comparable in terms of how they interact with notifications and the content of applications. According to the study's interpretation, this suggests that users' top priorities remain the same when it comes to the type of information, even when the way of engagement has shifted to accommodate the specific qualities of the smart watch.

Afrouz and Wah (2019): Under research continued their research in Germany and found that despite all of the positive aspects of smart watches that have been outlined in the course of thesis, it is crucial to mention that the use of wearable technologies – and smart watches in particular – also involves some social and ethical issues. The thesis was titled "Watch out for Wearable-Factors that influence the purchase intention of smart watches in Germany." In this sense, concerns over invasions of privacy are one of the primary areas of worry. People's personal health data, locations, and shopping histories can be gleaned from the data collected by smart watches, among other types of sensitive information about their day-to-day activities.

Huynh et.al.(2020): Research paper with the heading "Life cycle assessment summary of Samsung galaxy watch," under this to make the decisions that are the most environmentally conscientious. Instead of instantly discarding the merchandise, the customer should make an effort to fix it or find another use for it. Throwing it away because the amount of primary materials, energy, and water used in the manufacturing process takes up a significant amount of space. Although the manufacturing process is responsible for at least half of the emissions produced by a device over its lifetime in most cases, the user of the device has the ability to reduce the total impact by selecting options that are more energy-efficient throughout the lifetime of the item. In addition, by using recycled materials. When an electronic product reaches the end of its useful life, there is a possibility of offsetting 15 percent of the total CO2 emissions associated with its production and use. Despite this, climate change has always represented a significant threat to the planet. Now that the EU has declared that a climate emergency directive has been issued, it is an extremely important time for all conceivable technology improvements to be made in order to combat climate change. In order for consumers to make decisions that are environmentally responsible, they must first have an understanding of the products they buy and then be prepared to compensate for the CO2 emissions caused by those buys.

III. OBJECTIVES

1. To study the impact of social media on smart watch purchases.
2. To determine the elements that drive customers to buy smart watches via social media.

IV. RESEARCH METHODOLOGY

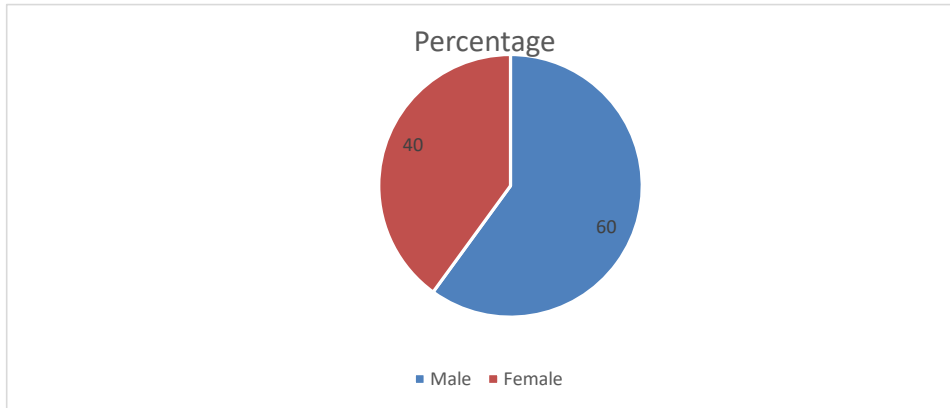
Both planning and execution are necessary to conduct research effectively. Even though there are many other elements and aspects that might influence a research project's performance, selecting the best research methodology is one of the trickiest and most perplexing choices. It's crucial to carefully consider your study methodology and the data collection techniques you'll employ. It relies

on the strategies you employ in light of your research's findings. When doing research, choosing the right methodology is crucial so that you can gather all the information you need and achieve your research goals.

The main information for this article was obtained via an online questionnaire that was disseminated over multiple social media platforms because the goal of this research is to ascertain the influence of social media. From Jalandhar and the cities in the surrounding area, a total of 314 replies were gathered.

V. EMPIRICAL FINDINGS

1. As per data collected, out of 314 respondents 188 were male and 125 were females which was almost 60-40 percent. As shown in the pie chart 1.



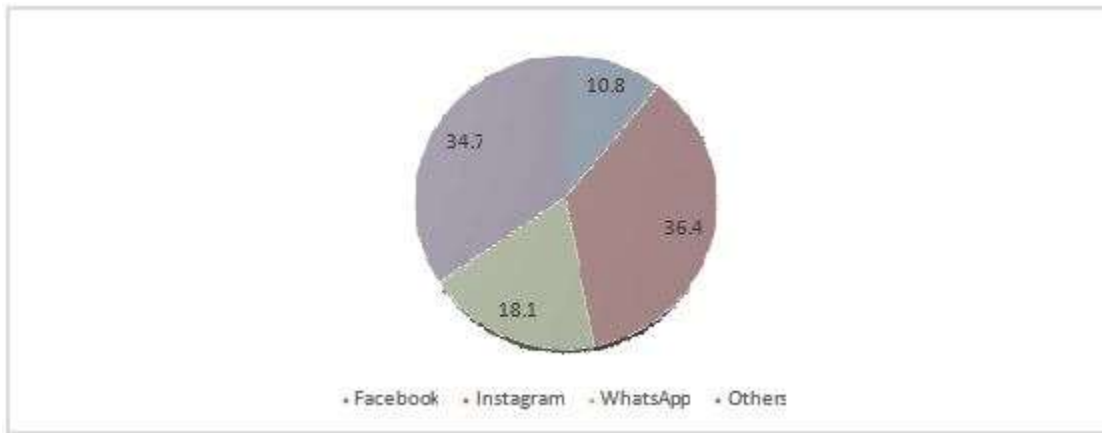
(Pie chart 1)

2. According to data gathered from the survey, out of 314 respondents, 94.5% respondents are from the age from 18 to 30, with the remaining respondents are above the age of 30. This suggests that the vast majority of people who utilize social media fall within this age range and that social media was a factor in their decision to make a purchase.
3. Out of the total percentage around 65 % of respondents have completed their graduation.
4. From the data collected from the questionnaire, out of 314 respondents, 114 i.e.,36.4% are inclined towards Instagram to buy smart watches while the others have been as shown in the table 1 and pie chart 2.

Social media site classification indicates a propensity to purchase smart watches

S.No	Social Media Sites/App	Respondents (in numbers)	%age
1	Facebook	34	10.8 %
2	Instagram	114	36.4%
3	WhatsApp	57	18.1%
4	Others	109	34.7%
TOTAL		314	100%

(Table1)



(Pie chart 2)

5. The result shows that out of the 314 respondents, about 188 were influenced by social media to buy smart watches. As shown in the table 2 and pie chart 3.

S.No	Response	Respondents (in numbers)	%age
1	Yes	188	60%
2	No	126	40%
Total		314	100%

(Table 2)

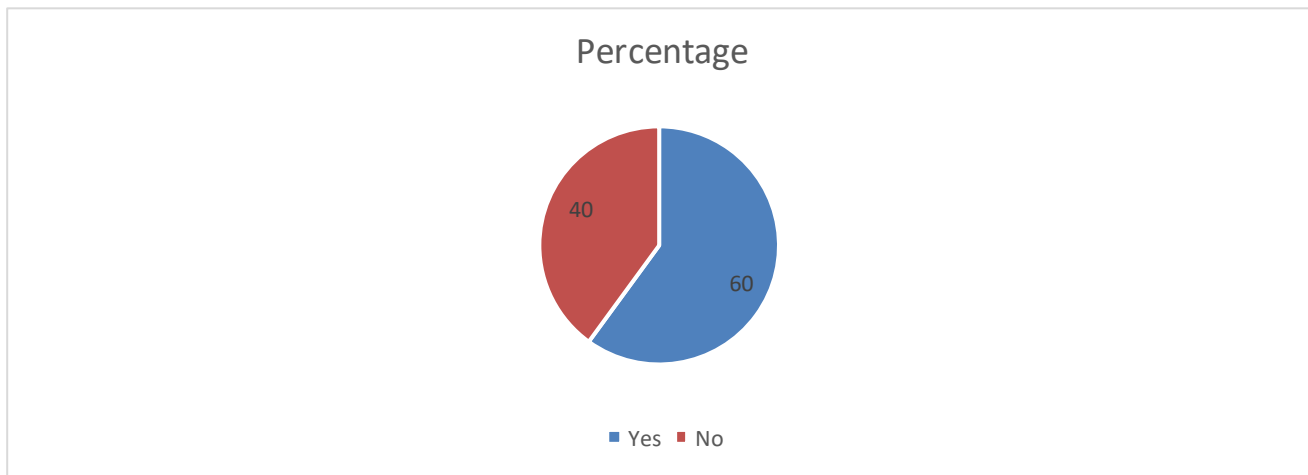


chart 3)

(Pie

6. The findings revealed that around 204 out of 314 respondents, or 65%, claimed that social media influences the purchase of smart watches. As shown in the table 3.

S.No	Response	Respondents (in numbers)	%age
1	Yes	204	65%

2	No	110	35%
Total		314	100%

(Table 3)

7. According to table 4, which categorizes social media sites that influence smart watches on daily life, 40% of respondents claimed that social media sites only affected them when they had the time to buy smart watches.

S.No	Usage	Respondents (in numbers)	%age
1	Daily	40	12.7%
2	1-2 times a week	57	18.2%
3	3-4 times a week	35	10.9%
4	Once a month	57	18.2%
5	Only when need	125	40%
TOTAL		314	100%

(Table 4)

8. Based on table 5, 58% of respondents thought that social network channels are more valuable as a marketing channel than traditional ones since they have a direct impact on consumers' purchasing decisions.

S.No	Valuable	Respondents (in numbers)	%age
1	Strongly disagree	25	8%
2	Disagree	37	12%
3	Neither agree nor disagree	6	2%
4	Agree	182	58 %
5	Strongly agree	64	20%
TOTAL		314	100%

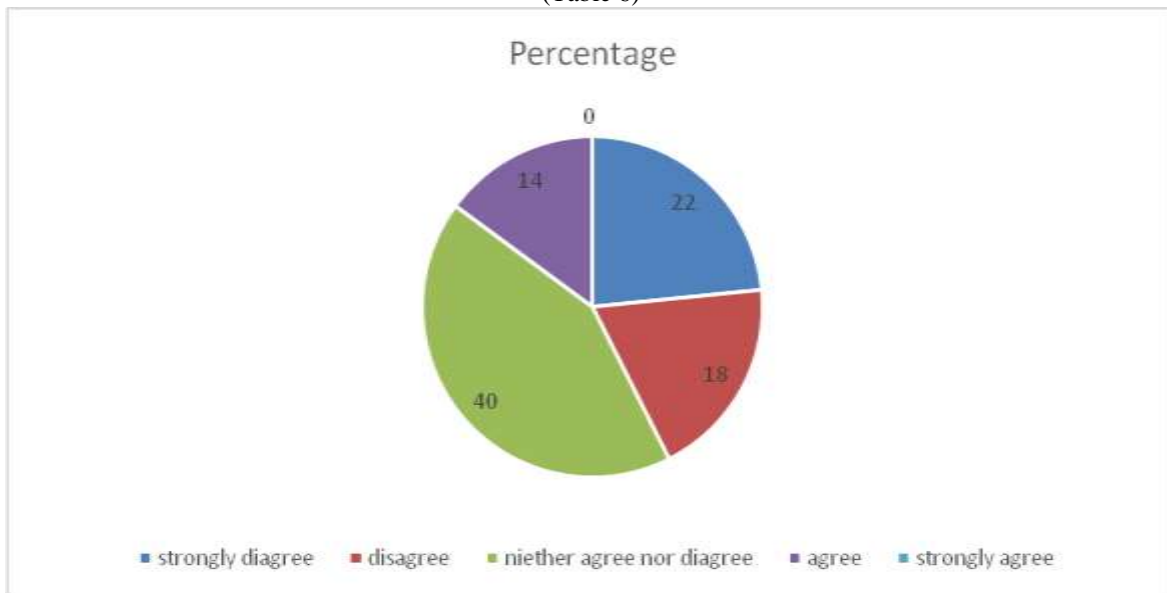
(Table 5)

9. Table 6 indicates that 40% of respondents are ambivalent about whether social media commercials have an impact on their decision to try a new smart watch brand, while 14%, as seen in the pie chart 4, believe that social media has an impact on their decision to purchase new brands.

S.NO	Commercial	Respondents (in numbers)	%age
1	Strongly disagree	67	22%
2	Disagree	56	18%
3	Neither agree nor disagree	125	40%
4	Agree	42	14%

5	Strongly agree	24	8%
TOTAL		314	100%

(Table 6)



(Pie chart 4)

VI. CONCLUSION

Numerous social media platforms that serve as networking tools, including Facebook, WhatsApp, Twitter, and many others, have been considered in this study. According to the findings of the study, consumers attend, process, and select knowledge from social media platforms before making a purchase. The results show that people prefer to collect from social media as opposed to traditional forms of media. Nevertheless, exposure to information during the knowledge search process is selective and arbitrary. The findings indicate that social the consumption of media has an effect on the level of customer satisfaction. The processes of searching for data and evaluating different options, with one's level of contentment increasing. The end user or buyer goes in the direction of the goal according to the technique buy decision making as well as appraisal following the purchase. The results of this study suggest that companies should focus their efforts on being visible on social networks, listed by search engines, and reachable by providing continuing feedback through the online platform. In conclusion, the findings businesses specializing in shows should focus on strengthening their perception on the internet through active participation of customers because it's one of the most common ways that consumers can interact with a company. These days, consumers choose whether or not to shop for a product.

VII. SCOPE OF FUTURE RESEARCH AND LIMITATIONS

The limitation of this research was that it only targeted the Jalandhar city and nearby people due to the constraint of time and money. The areas of other regions of Punjab wouldn't be covered, so this research only related to the nearby Jalandhar region. The study is only about marketing through social media, and the only way people could respond was online.

Additional questions and additional aspects that contribute to the sales of smart watches, such as design, price, colour, and material utilized, etc., would be covered in a subsequent study that would focus on the other part of the province of Punjab.

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