



A STUDY ON IMPACT OF SMART WATCHES UTILIZATION IN PRESENT YOUNG GENERATION WITH SPECIAL REFERENCE IN CHENNAI REGION

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EXECUTIVE SUMMARY

PURPOSE:

The purpose of this study is to investigate the impact of smart watch utilization among the young generation in the Chennai region. As wearable technology gains popularity, smart watches have become essential in daily life, influencing health monitoring, communication, and lifestyle choices. This study aims to explore the usage patterns, benefits, and potential drawbacks of these devices as perceived by the young demographic in Chennai.

By analyzing data from surveys and interviews, the research seeks to provide a comprehensive understanding of how smart watches affect the lives of young users. The study will examine various factors, including the frequency of use, the most commonly used features, and the perceived impact on health and productivity. Additionally, it will address any potential concerns or limitations associated with smart watch usage, such as privacy issues or dependency.

The findings will offer valuable insights for manufacturers, marketers, and healthcare professionals, helping them to tailor their products and services to meet the needs and preferences of this target audience. Understanding these trends will enable stakeholders to develop more effective marketing strategies, enhance product design, and provide better support for users. Ultimately, this study aims to contribute to the growing

body of knowledge on wearable technology and its impact on the younger generation in urban settings like Chennai.

KEY FINDINGS

- A significant percentage of the young generation in Chennai uses smart watches, indicating widespread acceptance of wearable technology.
- : Health monitoring features, such as heart rate tracking, sleep analysis, and step counting, are among the most frequently used functions, contributing to better health awareness and management.
- Smart watches are popular for their communication capabilities, including notifications, call handling, and messaging, offering convenience and reducing smartphone dependency.
- Many users report increased motivation to stay active and maintain fitness goals due to the tracking and reminder features of smart watches.
- Smart watches help users manage their time and tasks more efficiently through reminders, calendar alerts, and quick access to information.
- Beyond functionality, smart watches are also seen as fashion accessories and status symbols among the young demographic.
- Some users express concerns about data privacy and the security of personal information collected by their smart watches.
- Battery life is a common complaint, with many users finding the need for frequent recharging inconvenient.
- While many appreciate the benefits, the high cost of smart watches is a barrier for some potential users.
- Overall, the majority of young users in Chennai report high satisfaction with their smart watches, citing convenience, improved health management, and enhanced lifestyle as key benefits.

1. INTRODUCTION:

The sudden explosion of wearable technology has brought in a new era of personal computing, with smart watches being one of the most sought-after and diverse devices. These computers on the wrist, providing functionalities from fitness tracking to communication and productivity features, have picked up considerable momentum among the younger generation. This research seeks to have a critical analysis of the multi-faced effect of the use of smartwatches on people between 18-30 years of age, looking at how the gadgets affect their health, social interactions, productivity, and lifestyle in general. While smartwatches

continue to advance with better functions, more enhanced interfaces, and synchronization with other intelligent devices, it is even more important to study their impact on young adults.

This study will examine both the possible advantages and disadvantages of using smart watches. Positively, these watches can help promote greater health consciousness through functions such as heart rate monitoring and activity tracking, better time management through customizable alerts and scheduling features, and greater connectivity through instant messaging and calling capabilities. On the other hand, possible negative effects can be privacy issues associated with data gathering and exchange, reliance on technology, and potential effects on face-to-face social contact. The research will utilize a mixed-methods design, merging quantitative surveys and qualitative interviews to give an all-encompassing analysis of smartwatch use habits and user views. Quantitative information will provide information on use frequency, favored features, and self-reported effects on different life aspects.

Qualitative interviews will probe more deeply into personal experience, reasons for use, and subjective changes in lifestyle and behavior since taking up smart watches. In addition, this study will investigate the wider implications of the mass adoption of smart watches by young adults. It will discuss how these gadgets are likely to be redefining social norms, driving health and fitness trends, and even changing the face of personal privacy and data protection. The research will also reflect on the position of smart watches within the Internet of Things (IoT) and how they can be gateways to more comprehensive digital ecosystems. Through this thorough analysis, the research hopes to make meaningful additions to the increasing number of scholarly studies on wearable technology and its impact on society.

The research findings will be of special interest to device makers, application developers, healthcare practitioners, educators, and policymakers. Insights into the multifaceted implications of smartwatch use on younger generations will shape future product innovation, direct policies on data privacy and digital wellness, and inform the development of strategies to take full advantage of these devices while minimizing the harms.

1.1 BACKGROUND:

The idea of wearable technology has been around for decades, with past iterations such as calculator watches in the 1970s and fitness monitors in the early 2000s. Yet it was only in the 2010s that the smart watch age truly dawned, with industry giants Apple, Samsung, and Google taking a stake in the market.

Smart watches have quickened from being mere timekeeping gadgets to advanced wearable computers. They currently present a vast range of features, such as:

1. Health and fitness tracking (heart rate monitoring, step counting, sleep analysis)
2. Communication (calls, text messages, emails)
3. Digital payments
4. GPS navigation

5. Music playback and control

6. Voice assistants

7. App ecosystems

The worldwide market for smart watches has been experiencing robust growth, and young adults are a main driving force for its adoption. Market estimates published in recent research studies suggest that the industry of smart watches is going to grow steadily higher with an estimated compound annual growth rate (CAGR) of more than 20% in the near future.

The popularity of smart watches among youths is a result of numerous reasons:

- **Technology familiarity:** The younger generation, also known as "digital natives," has been familiar with smart phones since birth and is more inclined to embrace new technologies.
- **Fitness and health trends:** Growing concern for personal health has rendered fitness tracking functionalities Especially appealing.
- **Convenience:** Smart watches provide instant access to information and notifications without the necessity of constantly referring to a smart phone.
- **Status and fashion:** Smart watches are many times created as fashion accessories, targeting young consumers who value fashion.
- **Interoperability with other smart devices:** Smart watches are many times positioned as central nodes for other IoT devices, which makes them more useful.

Some elements of the use of smart watches have been researched, including user acceptance models, health impacts, and privacy concerns. However, comprehensive studies on the overall impact of smart watches on young adults' daily lives are few.

This study aims to build upon earlier studies by providing a further perspective on the manner in which smartwatches are affecting the behavior, habits, and lifestyle of the younger generation. By way of an examination of the benefits and possible drawbacks of the use of smartwatches, this study hopes to provide a valuable contribution to the discussion on the role of wearable technology in modern society.

OBJECTIVES OF THE STUDY:

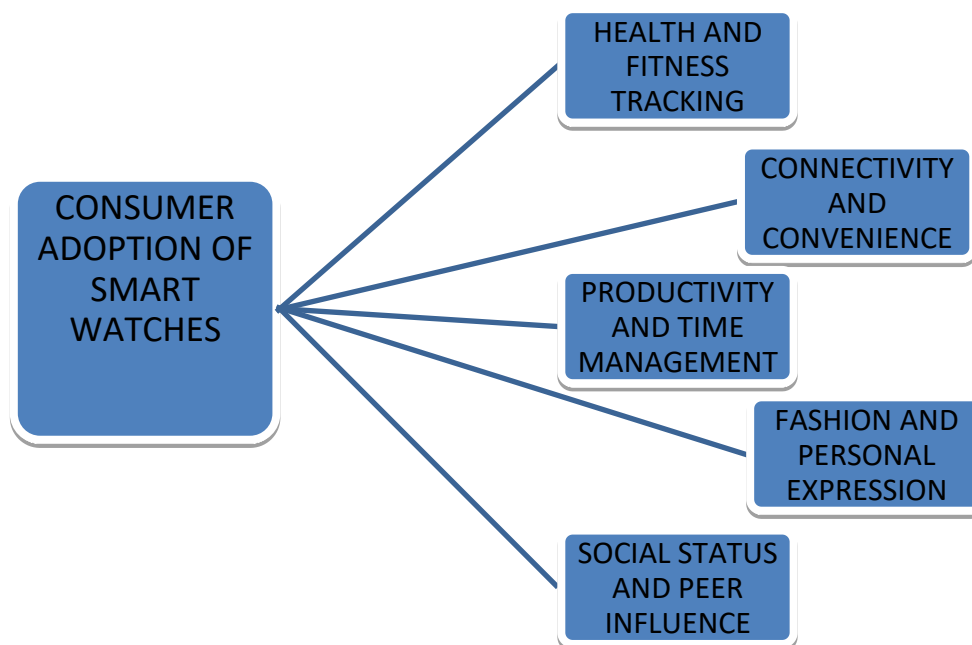
PRIMARY OBJECTIVE

- To explore how using smartwatches affects the daily lives, habits, health, social interactions, and overall well-being of young adults aged 18-30 in today's world.

SECONDARY OBJECTIVES

- Look into how often young adults use smartwatches, what features they like best, and the situations in which they use them.
- Assess how smartwatch use impacts health behaviors, fitness tracking, and overall physical wellness.
- Investigate how smartwatches shape communication styles, social interactions, and productivity in both academic and work environments.
- Delve into the possible psychological effects, privacy issues, and how smartwatches fit into the broader tech landscape in the daily lives of young adults.

INDEPENDENT AND DEPENDENT VARIABLES:



1.2 SCOPE OF THE STUDY:

The research will target people between the ages of 18-up to 46, their uptake and usage of smart watches. It will span a particular geographic area, yet to be identified depending on the research goals and available resources. Some of the main areas of research will be adoption levels, frequency of use, most favored features, and usage in daily life. The research will look at how young adults utilize smart watches for tracking health and fitness, communication, and productivity. It will also determine the effects of smart watch use on smartphone use.

The study will investigate brand choice, reasons for buying, satisfaction of users, and issues such as privacy and data protection. It will analyze social and lifestyle factors behind adoption among young adults, and perceived advantages and disadvantages of these products.

Methodologically, the research will use a mixed-methods design, mixing user and non-user surveys with in-depth interviews of some of the participants. It will study existing usage patterns, recent developments in

utilization, and forecast near-future trends. The period will span the last 2-3 years of smart watch development and utilization, focusing on current patterns and short-term future estimates.

2. METHODOLOGY

2.1 SURVEY DESIGN

The questionnaire for the current research on the use of smart watch by the current younger generation was carefully crafted considering the knowledge and responding ability of the respondents. Questions were put forward in simple words to ascertain understanding across the 18-above to 46-year-olds target population.

The study has both the qualitative and the quantitative components embedded in a mixed-methods survey. The qualitative aspects pertain to user happiness, perceived gains, and drives for the usage of smart watch. The quantitative features consist of frequency of use, possession rates of smart devices, and explicit feature use ratios. Most of the survey utilises Likert scale measurement practices to assess Particulars, usage trends, and smart watch technology attitude.

This mixed-method strategy combines qualitative and quantitative approaches from the start throughout the study in order to advance an overall smart watch use knowledge. Data are collected and analyzed simultaneously, as both forms of data are being collected at once to gain an overall perspective regarding the research problem. Methods extend through data handling and interpretation stages.

One of the principles in this research methodology is triangulation, which involves comparing and contrasting findings of various methods in order to corroborate and authenticate results. Through this method, there is greater insight and completed understanding of adoption and usage behaviors of smart watch among young adults. By bridging quantitative use data with qualitative information about user experiences and motivations, the research hopes to yield a rich, nuanced understanding of smart watch usage among the target group.

2.2 SAMPLE SELECTION

The research focused on students aged 18-above 46 because they are the most common users of electronic devices and would most likely give knowledgeable answers regarding smart watch usage. The sample was a total of almost 200 respondents, drawn mostly from within and around Chennai, to get a geographically concentrated but diversified dataset.

Adults aged above 18 were given precedence because they would generally have better comprehension and intended use of electronic devices than other age groups. The research focused on schools and institutions that involve technological equipment within their operations or studies, maximizing the chances of meeting respondents who have direct exposure or knowledge about smart watches.

A minimum of 120 over-18 participants were involved, fulfilling the research age requirements and providing a viable sample for analysis. This method of selection seeks to record true data from smart

technology-active individuals to ensure rich information regarding ongoing smart watch use patterns and projected future trends among young adults.

2.3 DATA COLLECTION METHODS

For this study on smart watch utilization among young adults, data was collected through a combination of methods to ensure comprehensive and diverse insights. The following approaches were employed:

Surveys and Questionnaires:

Pre-formulated questions were distributed to participants via online Google Forms and in-person surveys. This method allowed for efficient collection of both quantitative data (e.g., usage frequency, feature preferences) and qualitative data (e.g., motivations, PARTICULARSs). Surveys provided a cost-effective way to reach a large number of respondents quickly and facilitated easy analysis due to their structured format. However, we acknowledged the potential for response bias and the limitation in capturing complex information through 120 samples.

Observations:

To complement self-reported data, limited observational research was conducted in controlled settings. Participants were observed interacting with their smart watches in simulated daily scenarios. This method provided valuable insights into actual usage patterns and behaviors that may not be accurately captured through surveys or interviews alone. Both structured (using predefined criteria) and unstructured (open-ended) observations were employed to balance quantitative and qualitative data collection.

2.4 DATA ANALYSIS TECHNIQUES:

Data was analyzed through various techniques like pie chart, hypothesis testing, confidence intervals, and regression analysis. The techniques used to analyze the data are listed below:

Independent sample T-test analysis:

A t-test is an inferential statistic for establishing whether or not there is a significant difference between the means of two groups and the relationship between them. Where data sets are unknown variance and normally distributed, t-tests are used. A statistical test to evaluate hypotheses, the t-test utilizes the t-statistic, the degrees of freedom, and the t-distribution values in order to determine statistical significance. The independent samples t-test is a statistical procedure that is employed to compare the means of two independent groups. It is one form of hypothesis testing that serves to determine whether there is any statistically significant difference between the two populations' means. This type of method is especially helpful whenever an organization wishes to establish if there is a notable difference between two groups, categories, or items.

ANOVA test:

Analysis of variance (ANOVA) is a statistical test that is utilized to establish the difference between the means of more than two groups from each other.

With the help of this statistical analysis measure, total variability of a data set can be classified into random and systematic factors. One independent variable is included in a one-way ANOVA. Two independent variables are incorporated in a two-way ANOVA. ANOVA test is utilized by analysts in regression analysis to determine the effect of independent factors on the dependent variable.

Pie-charts:

A pie chart is a type of graph where the data is represented as a circle, with each wedge of the circle representing a proportion or a fraction of the whole. The visual representation of data presented by a pie chart makes it easy to visualize and understand the proportionate components or the make-up of a data set.

Pie charts have relatively fewer applications than several other types of chart and graph forms. Pie charts are only suitable to illustrate the individual parts of a total. That is to utilize a pie chart, the data and categories must be subsets of a larger group of a single category's data.

3. SURVEY RESULT

3.1 DEMOGRAPHIC INFORMATION

Survey results revealed a demographic that did not conform to original expectations. Most of the participants were male, ranging in age from 18 to over 46, contradicting female superiority in smart watch use. This wide age range gave a full picture across life stages and generations.

Although the majority of the respondents were from urban locations, a strong representation of semi-urban, rural, and metropolitan locations provided a fair view of the adoption of smart watches in diverse environments.

Respondents indicated that they owned several electronic devices, usually more than 7, such as smart watches. Use went beyond education to fitness tracking, communication, and productivity uses.

Latest buying trends reflected steady activity across all age segments, reflecting continued uptake of smart watches in alignment with technological innovation. Such a trend implies that smart watch popularity is not reserved among younger groups as originally believed, but cuts across broader age and varied lifestyle groups.

3.2 CONSUMER PREFERENCES

Our study on the adoption of smart watches by youth today revealed some very important consumer attitudes:

- Young consumers are very likely to integrate and adopt smart watches into their lifestyle. Most see these devices as critical tools for monitoring their health, communication, and productivity.
- The highly appreciated feature was fitness and health tracking, closely followed by heart rate, steps, and exercise tracking, the most sought-after. Features that allow contactless payment and notification control were greatly appreciated as well.

- Personalized timepieces with easily changeable features, i.e., changing watch faces, changeable straps, and having the ability to choose and select your apps, are highly coveted among young generations.
- Brands abound, but there are certain brands that have built great loyalty among young shoppers and are pretty much synonymous with smartphone ecosystems.
- Long battery life is one of the key factors when it comes to shopping, with the most young consumers opting for products that offer a span of two days or more of usage from a single charge.
- Adolescents prefer plain and elegant designs that harmonize a casual and a formal setting.
- The teens are price-conscious and desire value for money, compromising on features versus the price, yet paying for quality machines.
- Free interoperability with cell phones and other devices is a big winner in their view, with most choosing self-standing watches (i.e., cellular connectivity) only when needed.

3.3 MARKET OPPORTUNITIES

Our research into smart watch use amongst today's youth points towards a number of major marketplace opportunities. Demand for sophisticated health monitoring functions such as mental health and stress is increasing, along with educational tool integration possibilities. Sustainability-driven designs and augmented reality functionality may make products stand out. Improved customization capabilities, both hardware and software, is an opportunity to prioritize.

Enhancing social connectivity features, battery life, and effortless integration with smart ecosystems may enhance attractiveness. Partnerships with fashion houses can make smart watches fashion accessories. There is also potential in creating affordable premium products for price-sensitive young consumers. These opportunities mirror the changing needs of the young generation, indicating areas for innovation and market growth in the smartwatch market.

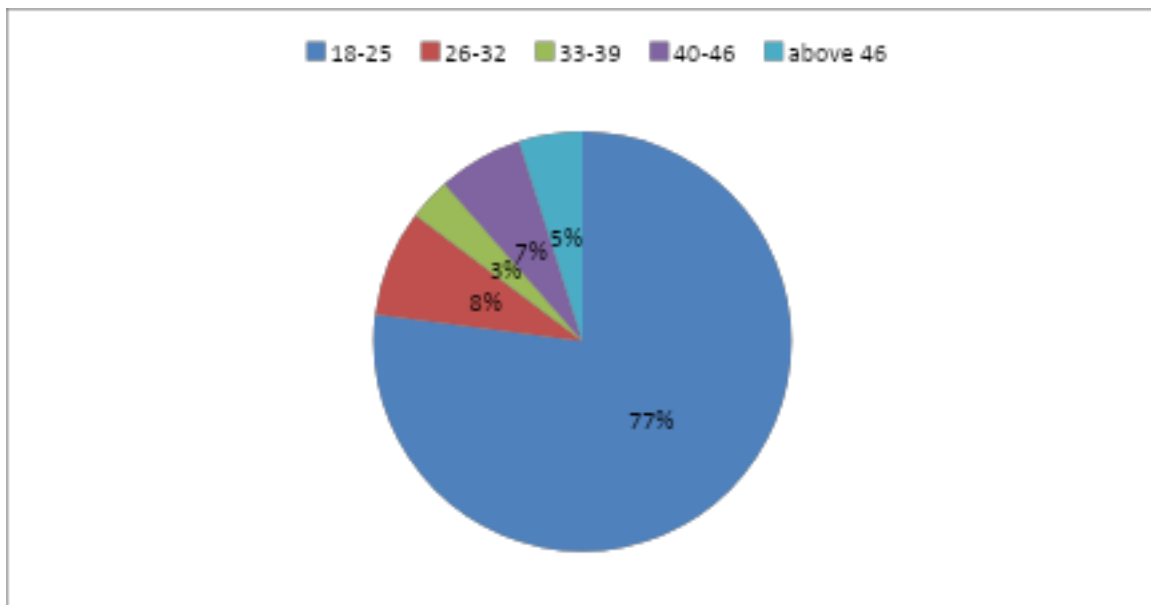
4. ANALYSIS AND INTERPRETATION

4.1 DEMOGRAPHIC INFORMATION

TABLE 4.1.1: SHOWING THE AGE OF THE RESPONDENT

S.NO	PARTICULARS	Frequency	Percentage
1	18-25YRS	94	77
2	26-32YRS	10	8
3	33-39YRS	4	3
4	40-46YRS	8	7
5	ABOVE 46YRS	6	5
TOTAL		122	100

CHART 4.1.1: SHOWING THE AGE OF THE RESPONDENTS

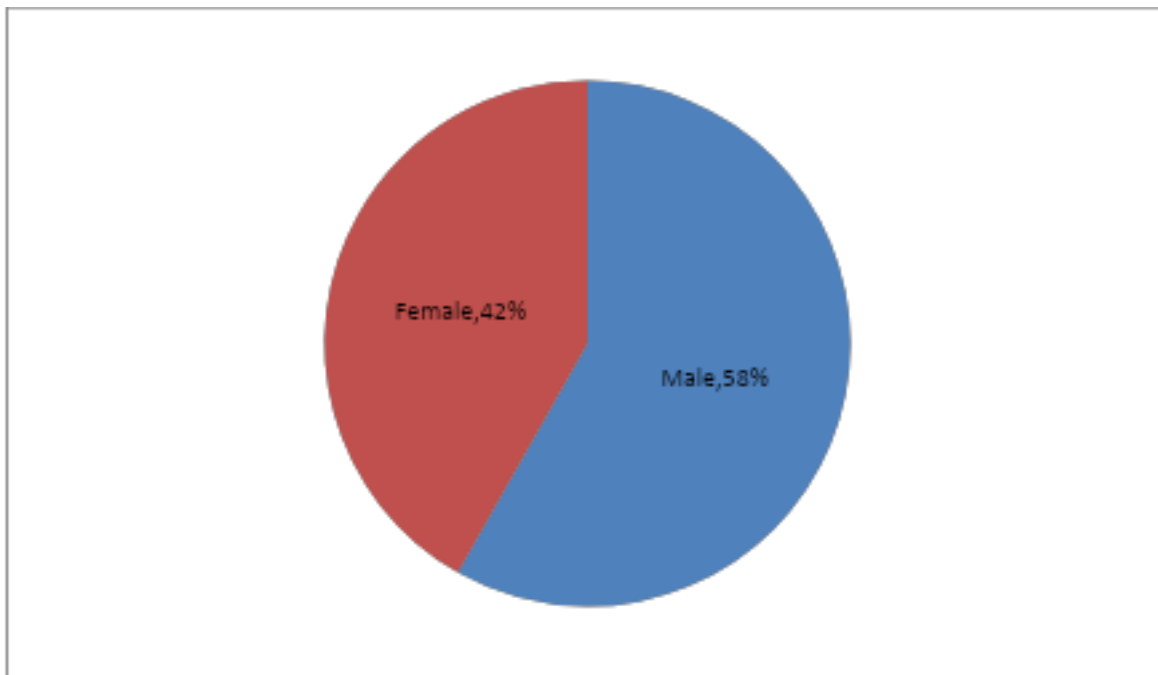


INTERPRETATION:

The chart shows that majority 77% of respondents belongs to the age group between 18-25yrs, 8% of the respondents are belongs to 26-32yrs, 7% of the respondents are belongs to 33-39yrs, 5% of the respondents are belongs to above 46yrs, 3% of the respondents are belongs to 33-39yrs.

TABLE 4.1.2: SHOWING THE GENDER OF THE RESPONDENT

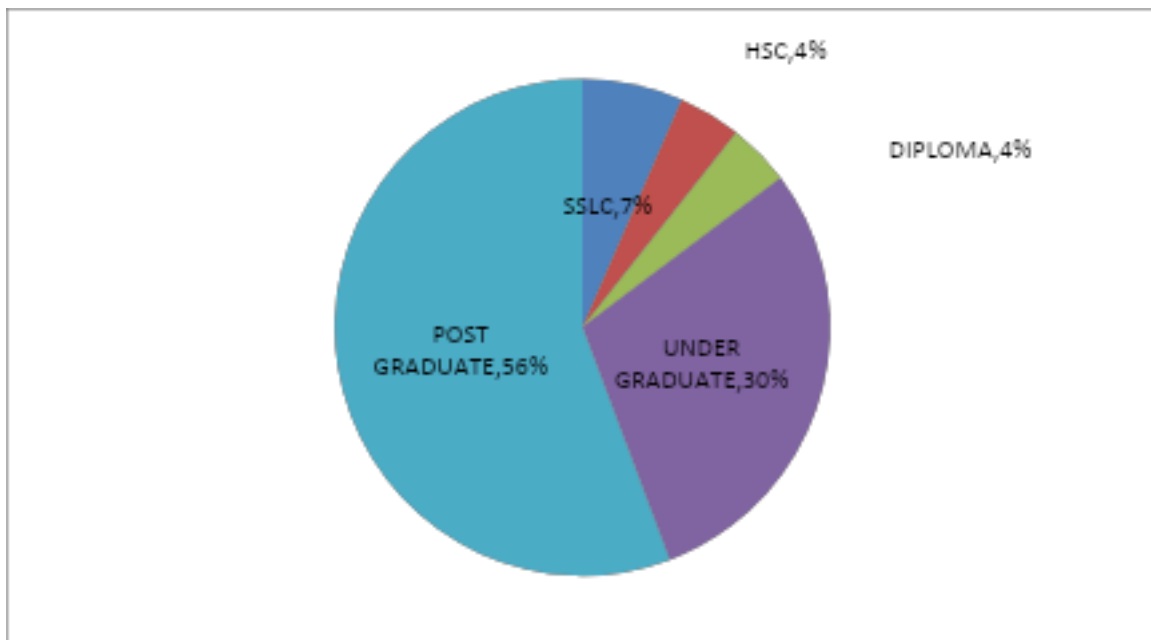
S.NO	PARTICULARS	Frequency	Percent
1	Male	71	58%
2	Female	51	42%
TOTAL		122	100%

CHART 4.1.2: SHOWING THE GENDER OF THE RESPONDENTS**INTERPRETATION:**

The chart shows that majority 58% of respondents belong to the gender male and 42% of the respondents are belong to female.

TABLE 4.1.3: SHOWING THE QUALIFICATION OF THE RESPONDENTS

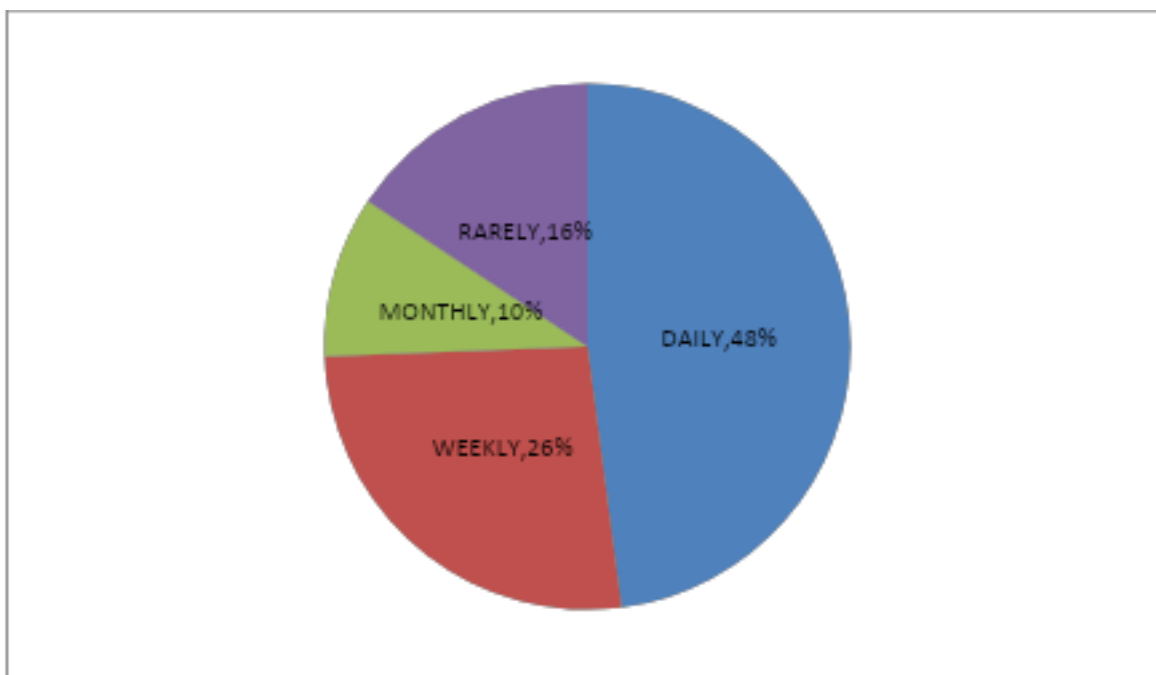
S.NO	PARTICULARS	Frequency	Percent
1.	SSLC	8	7%
2.	HSC	5	4%
3.	DIPLOMA	5	4%
4.	UNDER GRADUATE	36	29%
5.	POST GRADUATE	68	56%
TOTAL		122	100%

CHART 4.1.3: SHOWING THE QUALIFICATION OF THE RESPONDENTS**INTERPRETATION:**

The chart shows that majority 56% of respondents belongs to the qualifications for the post graduate, 29% of the respondents are belongs to under graduate, 7% of the respondents are belongs to SSLC, 4% of the respondents are belongs to above HSC and diploma.

TABLE 4.1.4: SHOWING THE FREQUENCY OF USING WATCH

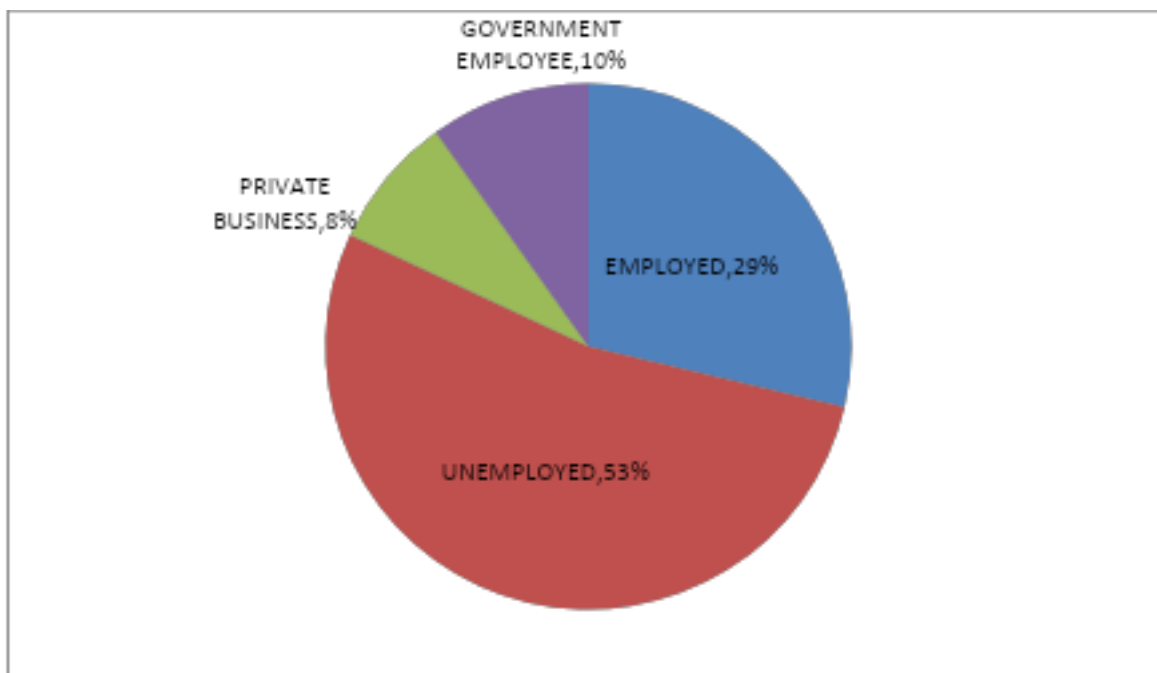
S.NO	PARTICULARS	FREQUENC Y	PRECENT
1.	DAILY	58	48%
2.	WEEKLY	32	26%
3	MONTHLY	12	10%
4.	RARELY	19	16%
TOTAL		122	100%

CHART 4.1.4: SHOWING THE FREQUENCY OF USING WATCH**INTERPRETATION:**

The chart shows that majority 48% of respondents belongs to the usage of watch the daily usage, 26% of the respondents are belongs to weekly usage, 16% of the respondents are belongs to monthly usage, 10% of the respondents are belongs to above rarely usage.

TABLE 4.1.5: SHOWING THE OCCASION STATUS

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	EMPLOYED	65	29%
2	UNEMPLOYED	65	53%
3	PRIVATE BUSINESS	10	8%
4	GOVERNMENT EMPLOYEE	12	10%
TOTAL		122	100%

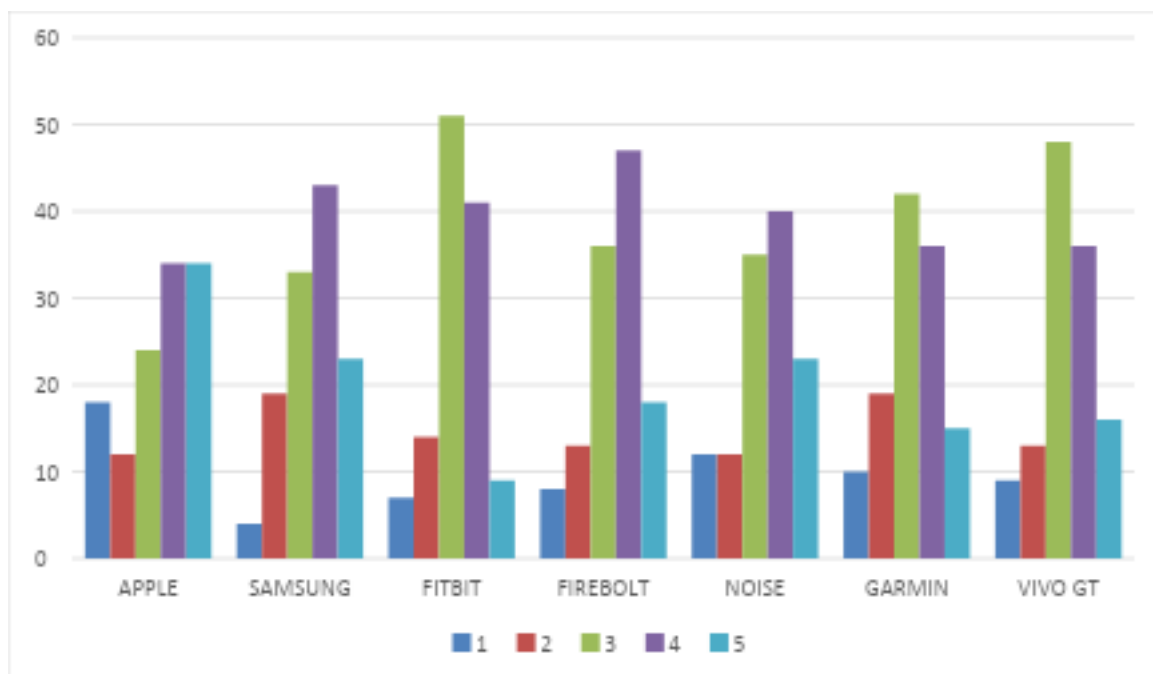
CHART 4.1.5: SHOWING THE OCCASION STATUS**INTERPRETATION:**

The chart shows that majority 53% of respondents belongs to the occupation status for the unemployed, 29% of the respondents are belongs to employed, 8% of the respondents are belongs to government employee, 8% of the respondents are belongs to above private business.

TABLE 4.1.6 SHOWING THE RATE THE FOLLOWING BRANDS

PARTICULARS	1	2	3	4	5	TOTAL
APPLE	18	12	24	34	34	122
SAMSUNG	4	19	33	43	23	122
FITBIT	7	14	51	41	9	122
FIREBOLT	8	13	36	47	18	122
NOISE	12	12	35	40	23	122
GARMIN	10	19	42	36	15	122
VIVO GT	9	13	48	36	16	122

CHART 4.1.6: SHOWING THE RATE THE FOLLOW

**INTERPRETATION:**

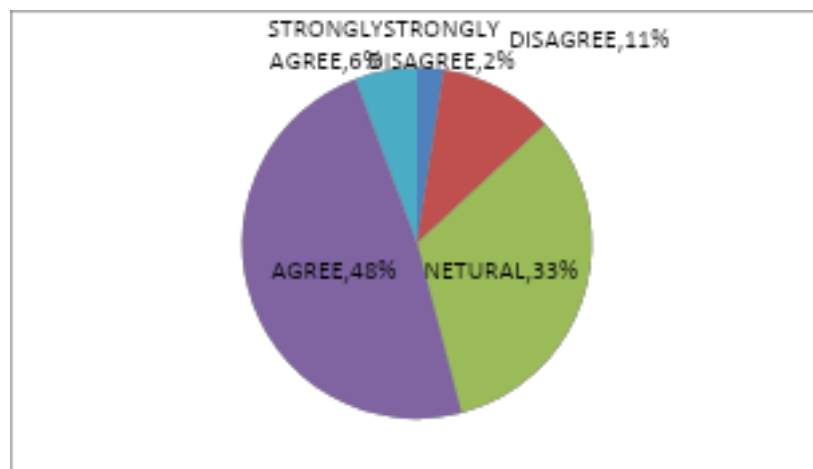
The table shows sales for different brands over five periods, each totaling 122 units. Apple has steady growth, Samsung peaks in period 4, and Fitbit peaks in period 3 but drops sharply in period 5. Firebolt, noise, Garmin, and vivo gt show similar trends with peaks around period 3 or 4.

4.2: HEALTH AND FITNESS TRACKING

TABLE 4.2.1 SHOWING THE FEATURE OF HEALTH AND FITNESS TRACKING SYSTEM OF YOUR SMART WATCH IS SATISFIABLE

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	3	2%
2	DISAGREE	13	11%
3	NEUTRAL	40	33%
4	AGREE	59	48%
5	STRONGLY AGREE	7	6%
TOTAL		122	100%

CHART 4.2.1: SHOWING THE FEATURE OF HEALTH AND FITNESS TRACKING SYSTEM OF YOUR SMART WATCH IS SATISFIABLE

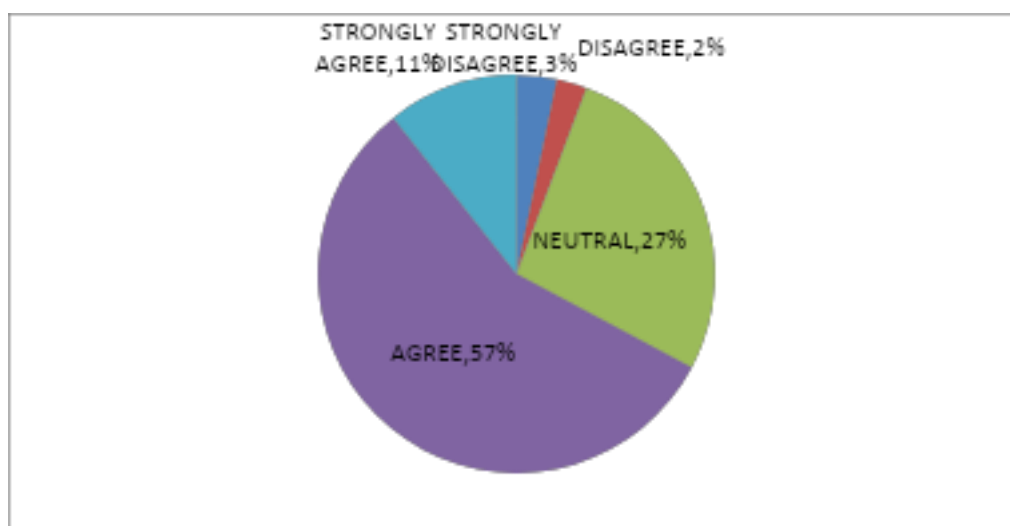


INTERPRETATION:

The chart shows that majority 48% of respondents belongs to the showing the feature of health and fitness tracking system of your smart watch is satisfiable are agree, 33% of the respondents are belongs to neutral, 11% of the respondents are belongs to disagree, 6% of the respondents are belongs to strongly agree, 2% of the respondents are belongs to strongly disagree.

TABLE 4.2.2: SHOWING THE SMART WATCH MOTIVATES YOU TO EXERCISE MORE.

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	13	3%
2	DISAGREE	3	2%
3	NEUTRAL	33	27%
4	AGREE	69	57%
5	STRONGLY AGREE	13	11%
TOTAL		122	100%

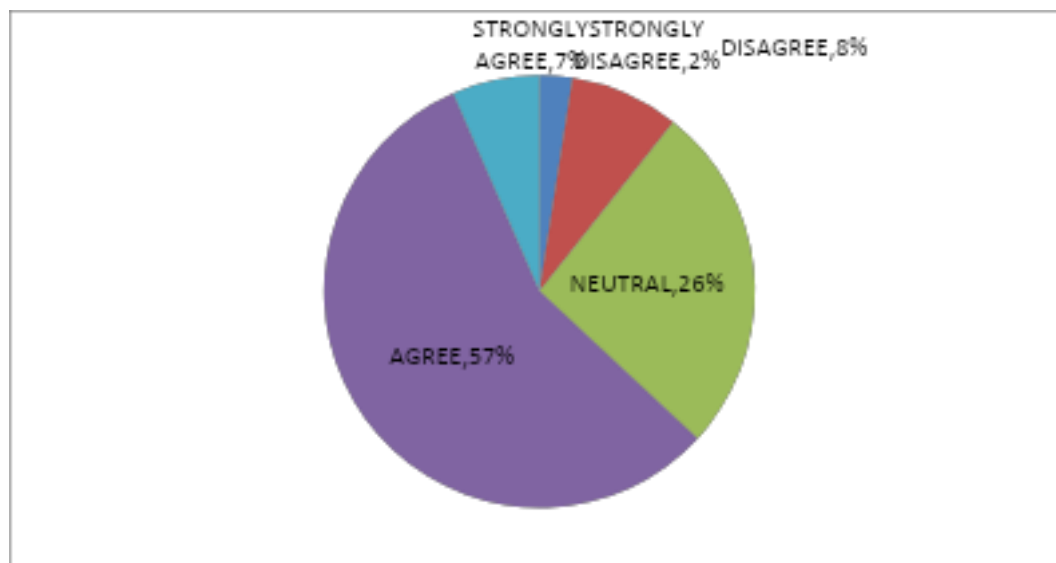
CHART 4.2.2: SHOWING THE SMART WATCH MOTIVATES YOU TO EXERCISE MORE.**INTERPRETATION:**

The chart shows that majority 57% of respondents belongs to the showing the smart watch motivates you to exercise more are agree, 27% of the respondents are belongs to neutral, 11% of the respondents are belongs to strongly agree, 3% of the respondents are belongs to strongly disagree, 2% of the respondents are belongs to disagree.

TABLE 4.2.3: SHOWING THE FEEL MORE ACCOUNTABLE FOR YOUR HEALTH AND FITNESS SINCE USING A SMART WATCH

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	3	2%
2	DISAGREE	10	8%
3	NEUTRAL	32	26%
4	AGREE	69	57%
5	STRONGLY AGREE	8	7%
TOTAL		122	100%

CHART 4.2.3: SHOWING THE FEEL MORE ACCOUNTABLE FOR YOUR HEALTH AND FITNESS SINCE USING A SMART WATCH



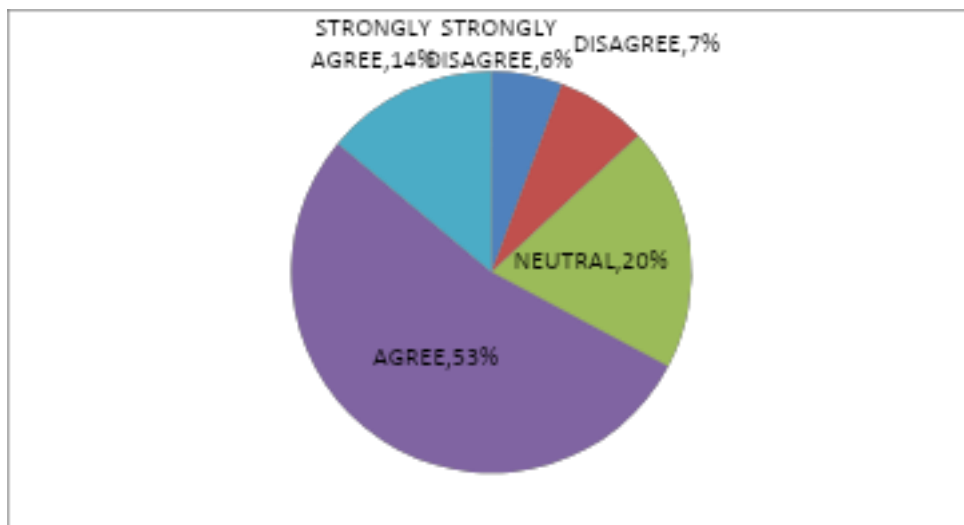
INTERPRETATION:

The chart shows that majority 57% of respondents belongs to the showing the feel more accountable for your health and fitness since using a smart watch are agree, 26% of the respondents are belongs to neutral, 8% of the respondents are belongs to disagree, 7% of the respondents are belongs to strongly agree, 2% of the respondents are belongs to strongly disagree.

TABLE 4.2.4: SHOWING THE SMART WATCH HELPS YOU TO ACHIEVE YOUR FITNESS GOALS

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	7	6%
2	DISAGREE	9	7%
3	NEUTRAL	24	20%
4	AGREE	65	53%
5	STRONGLY AGREE	17	14%
TOTAL		122	100%

CHART 4.2.4: SHOWING THE SMART WATCH HELPS YOU TO ACHIEVE YOUR FITNESS GOALS



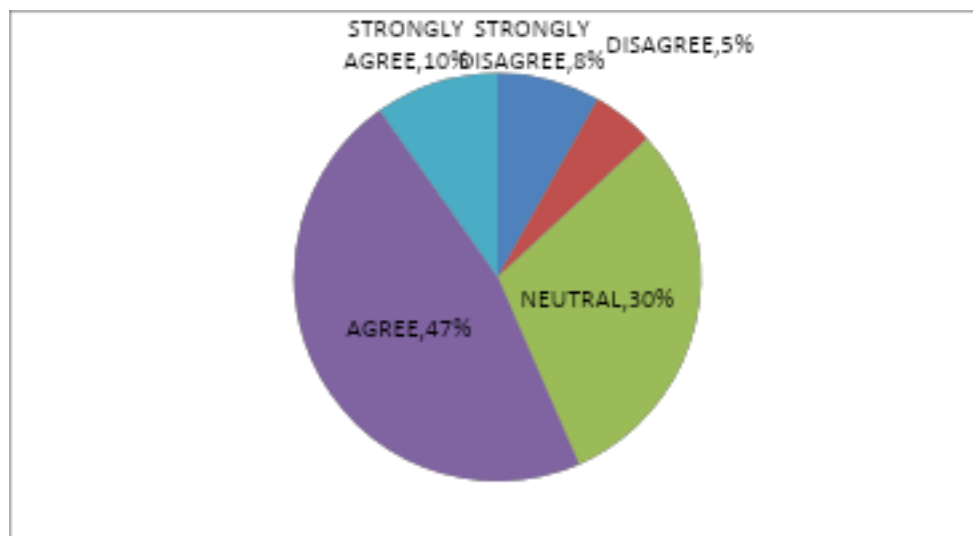
INTERPRETATION:

The chart shows that majority 58% of respondents belongs to the showing the smart watch helps you to achieve your fitness goals are agree, 20% of the respondents are belongs to neutral, 14% of the respondents are belongs to strongly agree, 7% of the respondents are belongs to disagree, 6% of the respondents are belongs to strongly disagree.

TABLE 4.2.5: SHOWING THE FEEL EVERY TIME THAT YOUR SMART WATCH MONITORS YOUR HEART RATE AND OXYGEN REGULARLY.

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	10	8%
2	DISAGREE	6	5%
3	NEUTRAL	37	30%
4	AGREE	57	47%
5	STRONGLY AGREE	12	10%
TOTAL		122	100%

CHART 4.2.5: SHOWING THE FEEL EVERY TIME THAT YOUR SMART WATCH MONITORS YOUR HEART RATE AND OXYGEN REGULARLY.



INTERPRETATION:

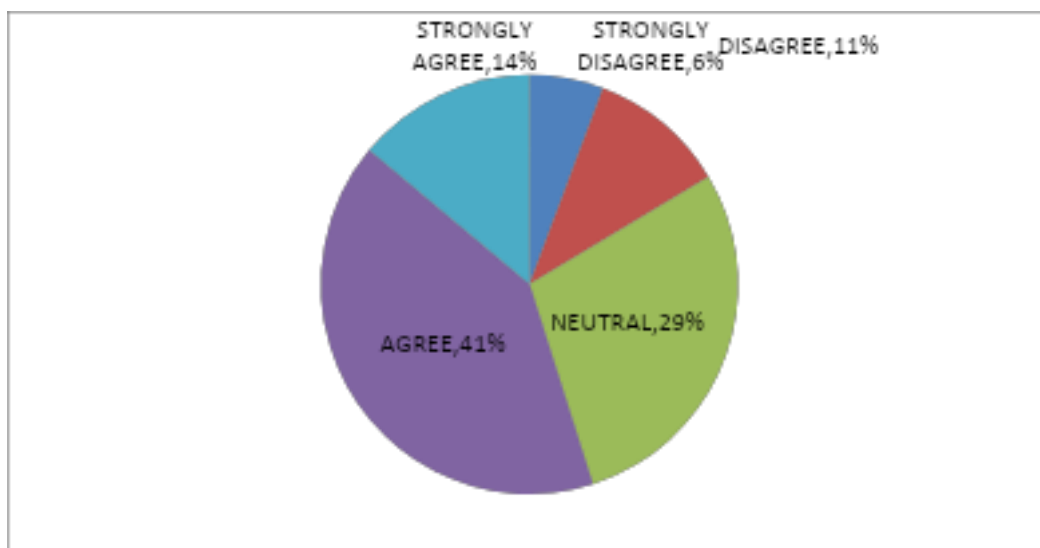
The chart shows that majority 47% of respondents belongs to the showing the feel every time that your smart watch monitors your heart rate and oxygen regularly are agree, 30% of the respondents are belongs to neutral, 10% of the respondents are belongs to strongly agree, 8% of the respondents are belongs to strongly disagree, 5% of the respondents are belongs to disagree.

TABLE 4.4.3: CONNECTIVITY AND CONVENIENCE

TABLE 4.3.1: SHOWING THE EASY FOR YOU TO NAVIGATE AND USE THE FEATURES ON YOUR SMART WATCH.

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	7	6%
2	DISAGREE	13	10%
3	NEUTRAL	35	29%
4	AGREE	50	41%
5	STRONGLY AGREE	17	14%
TOTAL		122	100%

CHART 4.3.1: SHOWING THE EASY FOR YOU TO NAVIGATE AND USE THE FEATURES ON YOUR SMART WATCH.



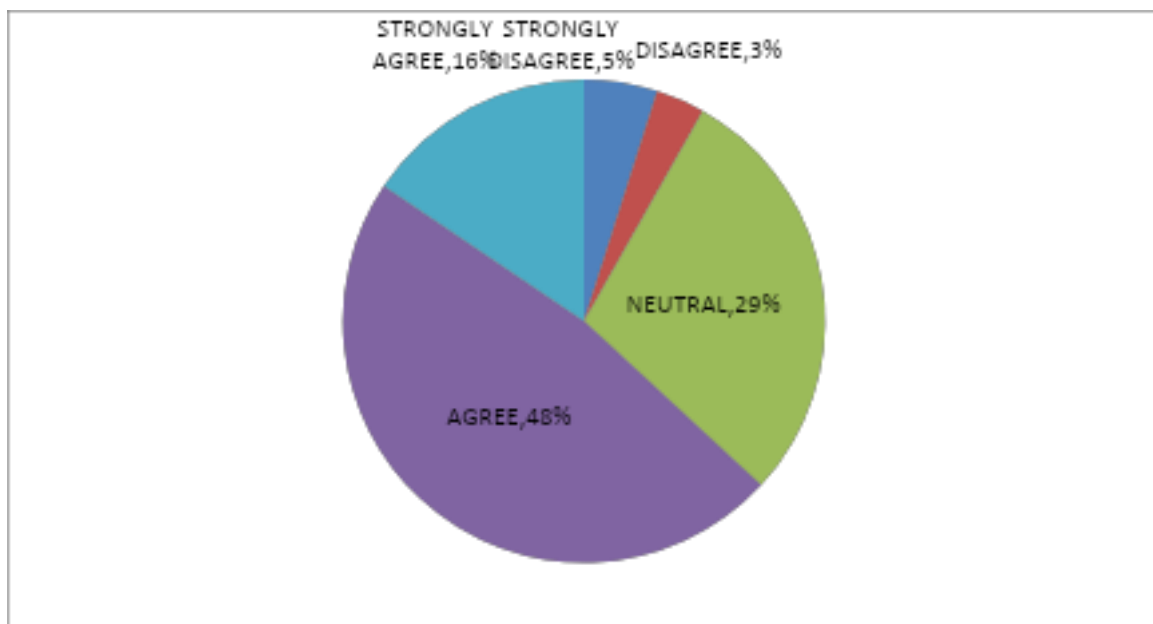
INTERPRETATION:

The chart shows that majority 47% of respondents belongs to the showing the easy for you to navigate and use the features on your smart watch are agree, 29% of the respondents are belongs to neutral, 14% of the respondents are belongs to strongly agree, 10% of the respondents are belongs to disagree, 6% of the respondents are belongs to strongly disagree.

TABLE 4.3.2: SHOWING THE SATISFIED WITH OVER ALL EXPERIENCE OF YOUR SMART WATCH.

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	6	5%
2	DISAGREE	4	3%
3	NEUTRAL	35	29%
4	AGREE	58	47%
5	STRONGLY AGREE	19	16%
TOTAL		122	100%

CHART 4.3.2: SHOWING THE SATISFIED WITH OVER ALL EXPERIENCE OF YOUR SMART WATCH.



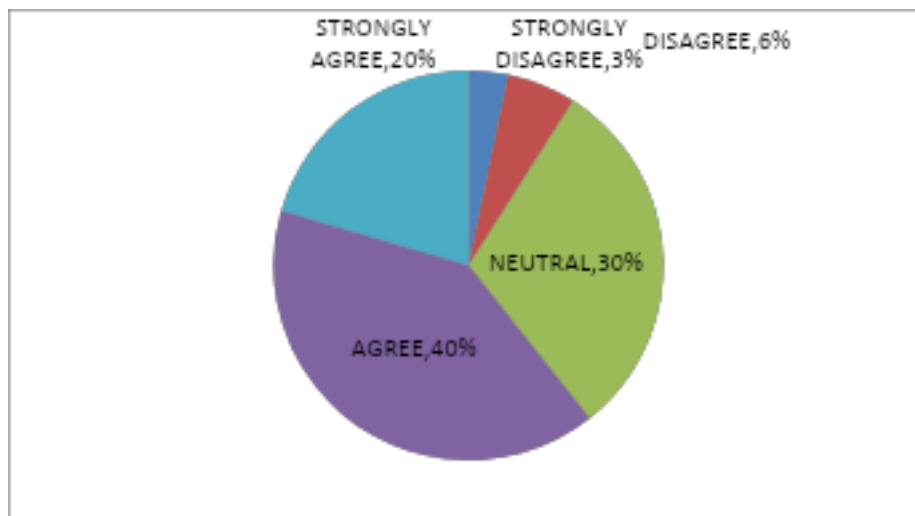
INTERPRETATION:

The chart shows that majority 47% of respondents belongs to the showing the satisfied with overall experience of your smart watch are agree, 29% of the respondents are belongs to neutral, 16% of the respondents are belongs to strongly agree, 5% of the respondents are belongs to strongly disagree, 3% of the respondents are belongs to disagree.

TABLE 4.3.3: SHOWING THE FEELS CONVENIENT WHILE RECEIVING THE NOTIFICATIONS IN YOUR SMART WATCH.

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	7	6%
3	NEUTRAL	37	30%
4	AGREE	49	40%
5	STRONGLY AGREE	25	21%
TOTAL		122	100%

CHART 4.3.3: SHOWING THE FEELS CONVENIENT WHILE RECEIVING THE NOTIFICATIONS IN YOUR SMART WATCH.



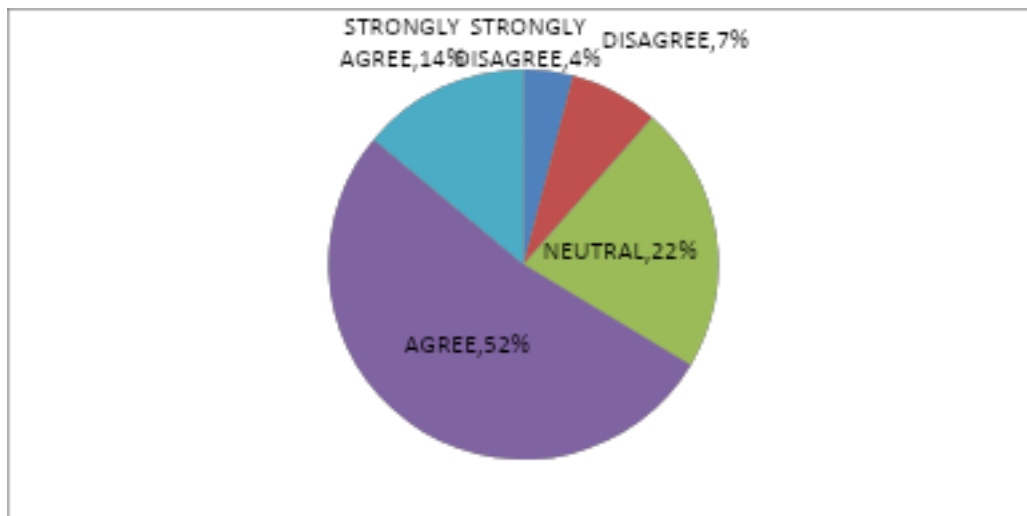
INTERPRETATION:

The chart shows that majority 40% of respondents belongs to the showing the satisfied the feels convenient while receiving the notifications in your smart watch are agree, 30% of the respondents are belongs to neutral, 21% of the respondents are belongs to strongly agree, 6% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.3.4: SHOWING THE FEATURES IN SMART WATCH IS MORE CONVENIENT FOR DAILY USE.

S.NO	PARTICULARS	FREQUENC Y	PRECENT
1	STRONGLY DISAGREE	5	4%
2	DISAGREE	9	7%
3	NEUTRAL	27	22%
4	AGREE	64	53%
5	STRONGLY AGREE	17	14%
TOTAL		122	100%

CHART 4.3.4: SHOWING THE FEATURES IN SMART WATCH IS MORE CONVENIENT FOR DAILY USE.



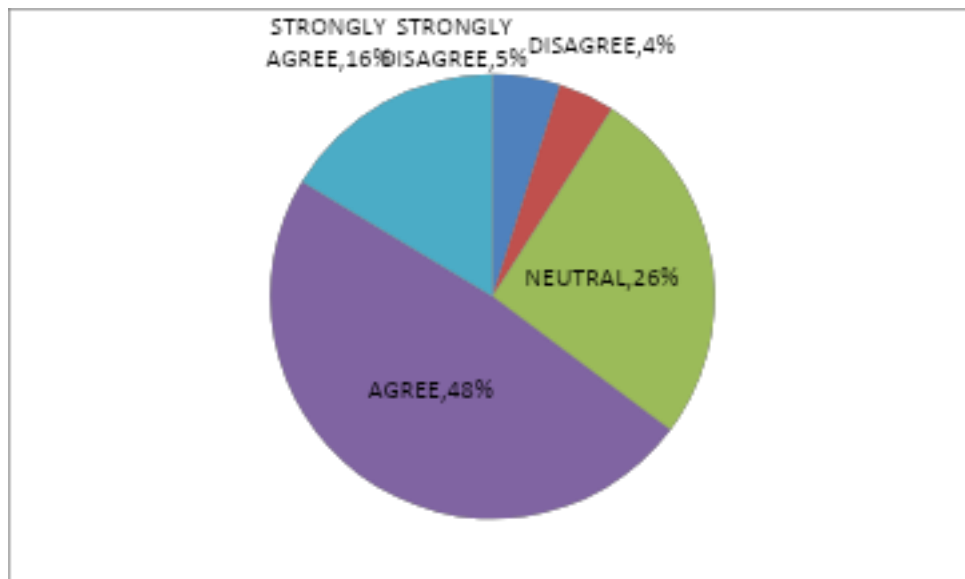
INTERPRETATION:

The chart shows that majority 53% of respondents belongs to the showing the features in smart watch is more convenient for daily use are agree, 22% of the respondents are belongs to neutral, 14% of the respondents are belongs to strongly agree, 7% of the respondents are belongs to disagree, 4% of the respondents are belongs to strongly disagree.

TABLE 4.3.5: SHOWING THE CONNECTIVITY BETWEEN YOUR SMART WATCH AND YOUR PRIMARY DEVICE IS SEAMLESS

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	6	5%
2	DISAGREE	5	4%
3	NEUTRAL	32	26%
4	AGREE	59	48%
5	STRONGLY AGREE	20	17%
TOTAL		122	100%

CHART 4.3.5: SHOWING THE CONNECTIVITY BETWEEN YOUR SMART WATCH AND YOUR PRIMARY DEVICE IS SEAMLESS



INTERPRETATION:

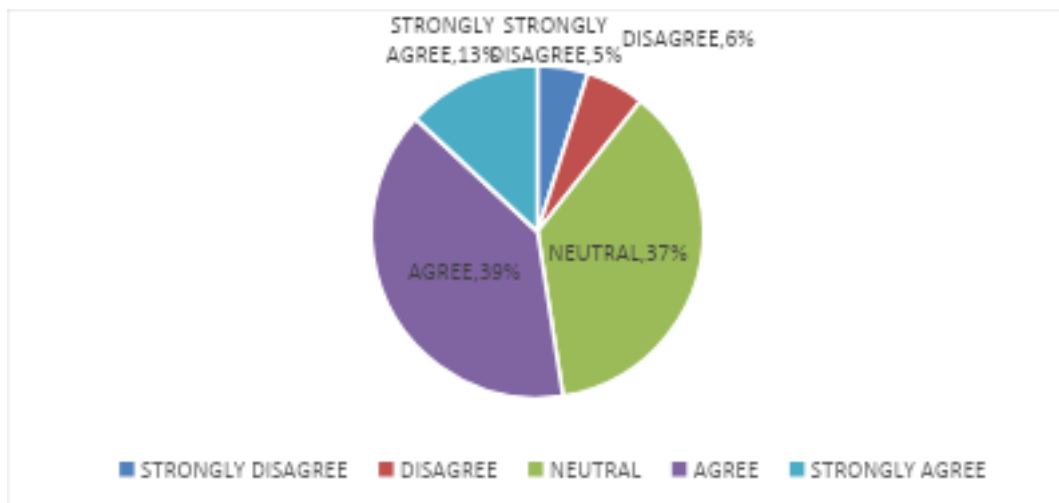
The chart shows that majority 48% of respondents belongs to the showing the connectivity between your smart watch and your primary device is seamless are agree, 26% of the respondents are belongs to neutral, 17% of the respondents are belongs to strongly agree, 5% of the respondents are belongs to strongly disagree, 4% of the respondents are belongs to disagree.

4.4: FASHION AND PERSONAL EXPRESSION

TABLE 4.4.1: : SHOWING THE SMART WATCH FEATURES HELP YOU TO MANAGE YOUR TIME AND TASKS.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	6	5%
2	DISAGREE	7	6%
3	NEUTRAL	45	37%
4	AGREE	48	39%
5	STRONGLY AGREE	16	13%
TOTAL		122	100%

CHART 4.4.1: SHOWING THE SMART WATCH FEATURES HELP YOU TO MANAGE YOUR TIME AND TASKS.



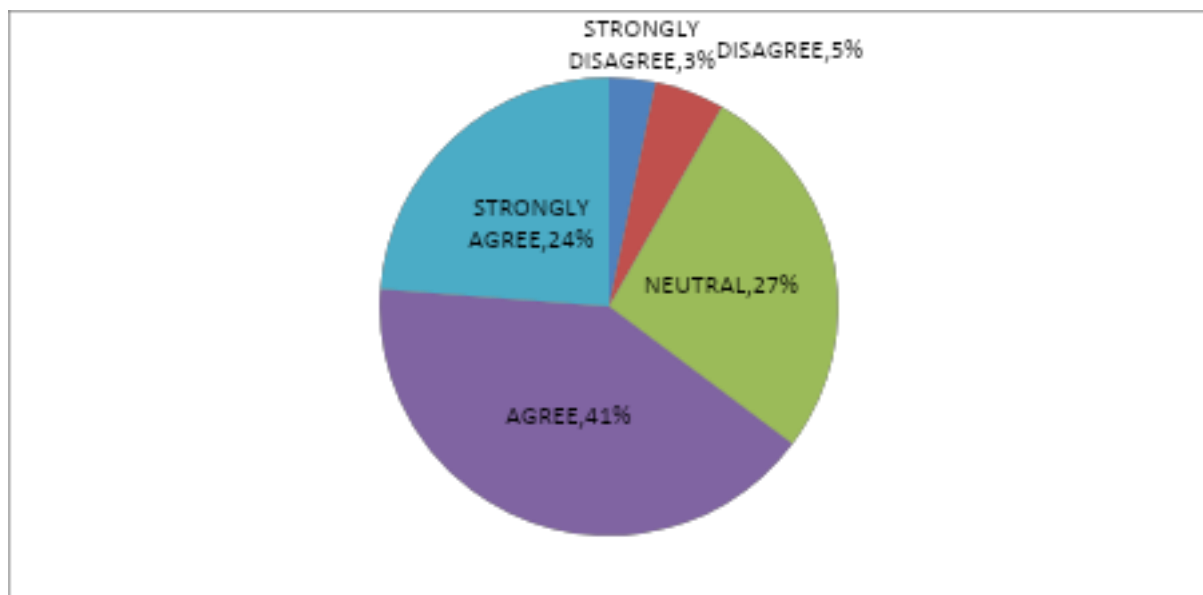
INTERPRETATION:

The chart shows that majority 39% of respondents belongs to the showing the smart watch features help you to manage your time and tasks are agree, 37% of the respondents are belongs to neutral, 15% of the respondents are belongs to strongly agree, 5% of the respondents are belongs to strongly disagree, 6% of the respondents are belongs to disagree.

TABLE 4.4.2: SHOWING THE FIND IT EASIER TO MANAGE YOUR SCHEDULE WITH A SMART WATCH.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	6	5%
3	NEUTRAL	33	27%
4	AGREE	50	41%
5	STRONGLY AGREE	29	24%
TOTAL		122	100%

CHART 4.4.2: SHOWING THE FIND IT EASIER TO MANAGE YOUR SCHEDULE WITH A SMART WATCH.



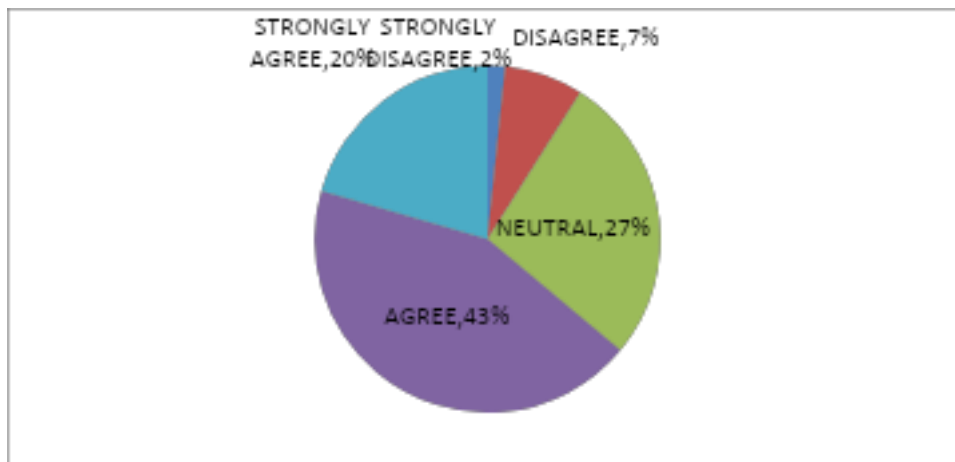
INTERPRETATION:

The chart shows that majority 41% of respondents belongs to the showing the find it easier to manage your schedule with a smart watch are agree, 27% of the respondents are belongs to neutral, 24% of the respondents are belongs to strongly agree, 5% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.4.3: SHOWING THE ARE SATISFIED WITH THE PRODUCTIVITY AND TIME MANAGEMENT FEATURES OF YOUR SMART WATCH.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	2	2%
2	DISAGREE	9	7%
3	NEUTRAL	33	27%
4	AGREE	53	43%
5	STRONGLY AGREE	25	21%
TOTAL		122	100%

CHART 4.4.3: SHOWING THE ARE SATISFIED WITH THE PRODUCTIVITY AND TIME MANAGEMENT FEATURES OF YOUR SMART WATCH.



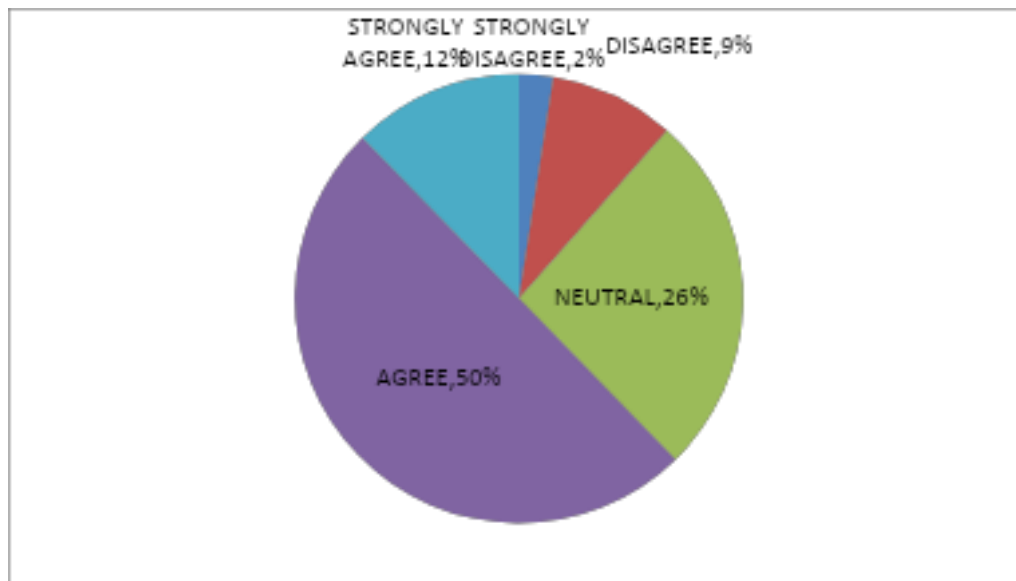
INTERPRETATION:

The chart shows that majority 43% of respondents belongs to the showing the are satisfied with the productivity and time management features of your smart watch are agree, 27% of the respondents are belongs to neutral, 21% of the respondents are belongs to strongly agree, 7% of the respondents are belongs to disagree, 2% of the respondents are belongs to strongly disagree.

TABLE 4.4.4: SHOWING THE SMART WATCH INTEGRATES WITH OTHER PRODUCTIVITY TOOLS AND APPS YOU USE.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	3	3%
2	DISAGREE	11	9%
3	NEUTRAL	32	26%
4	AGREE	61	50%
5	STRONGLY AGREE	15	12%
TOTAL		122	100%

CHART 4.4.4: SHOWING THE SMART WATCH INTEGRATES WITH OTHER PRODUCTIVITY TOOLS AND APPS YOU USE.



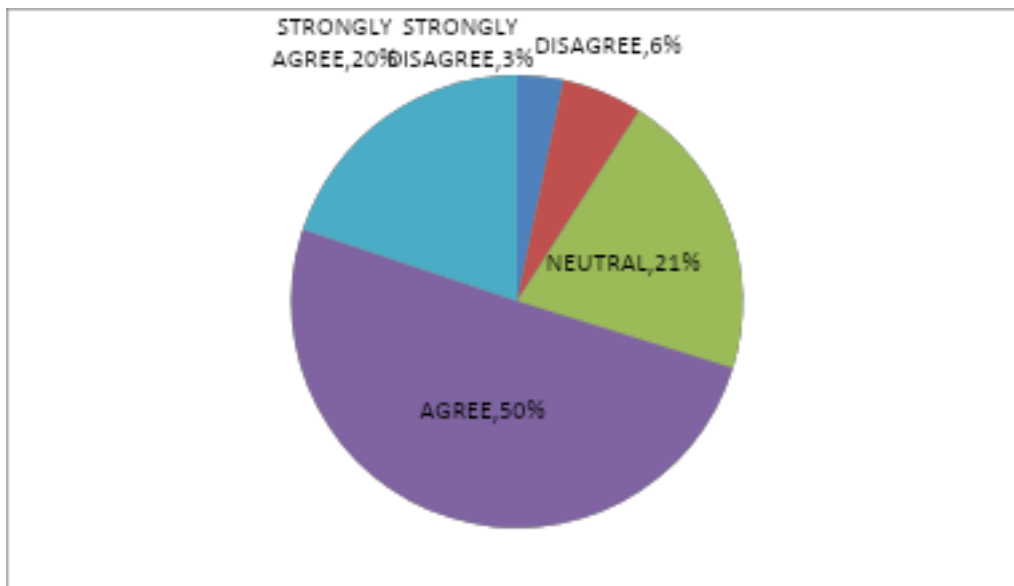
INTERPRETATION:

The chart shows that majority 50% of respondents belongs to the showing the smart watch integrates with other productivity tools and apps you use to agree, 26% of the respondents are belongs to neutral, 12% of the respondents are belongs to strongly agree, 9% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.4.5: SHOWING THE PRODUCT AND BRAND PRODUCTIVITY OF THE SMART WATCH IS GOOD TO YOU.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	7	6%
3	NEUTRAL	25	21%
4	AGREE	61	50%
5	STRONGLY AGREE	24	20%
TOTAL		122	100%

CHART 4.4.5: SHOWING THE PRODUCT AND BRAND PRODUCTIVITY OF THE SMART WATCH IS GOOD TO YOU.



INTERPRETATION:

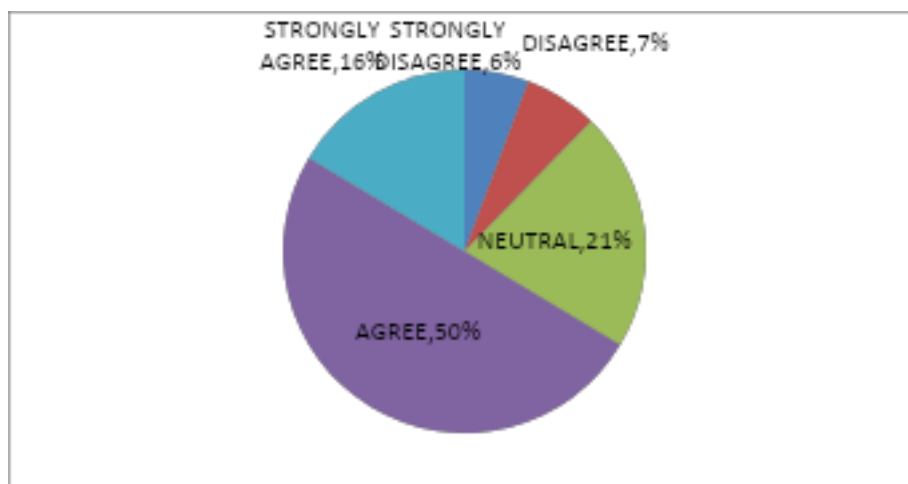
The chart shows that majority 50% of respondents belongs to the showing the product and brand productivity of the smart watch is good to you are agree, 21% of the respondents are belongs to neutral, 20% of the respondents are belongs to strongly agree, 6% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

4.5: PRODUCTIVITY AND TIME MANAGEMENT

TABLE 4.5.1: SHOWING THE DESIGN AND APPEARANCE OF A SMART WATCH IS IMPORTANT

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	7	6%
2	DISAGREE	8	7%
3	NEUTRAL	26	21%
4	AGREE	61	50%
5	STRONGLY AGREE	20	16%
TOTAL		122	100%

CHART 4.5.1: SHOWING THE DESIGN AND APPEARANCE OF A SMART WATCH IS IMPORTANT



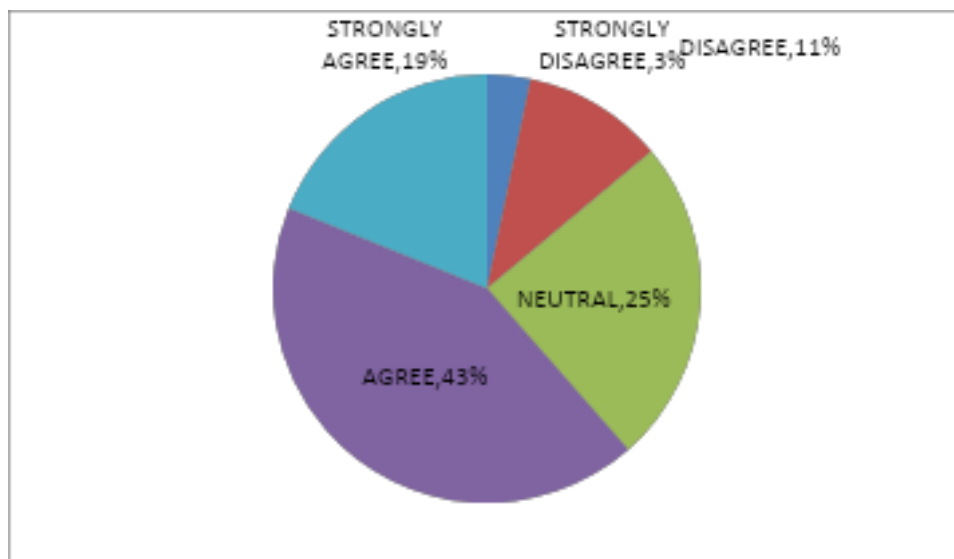
INTERPRETATION:

The chart shows that majority 50% of respondents belongs to the showing the are satisfied design and appearance of a smart watch is important are agree, 21% of the respondents are belongs to neutral, 16% of the respondents are belongs to strongly agree, 6% of the respondents are belongs to strongly disagree, 7% of the respondents are belongs to disagree.

TABLE 4.5.2: SHOWING THE FEEL THAT YOUR SMART WATCH REFLECTS YOUR PERSONALITY.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	13	11%
3	NEUTRAL	30	24%
4	AGREE	52	43%
5	STRONGLY AGREE	23	19%
TOTAL		122	100%

CHART 4.5.2: SHOWING THE FEEL THAT YOUR SMART WATCH REFLECTS YOUR PERSONALITY.

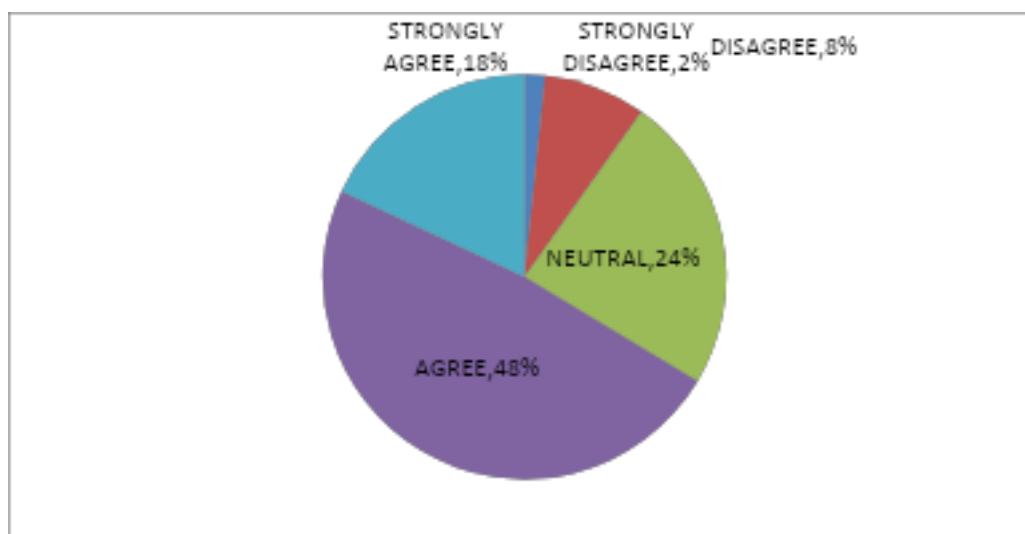


INTERPRETATION:

The chart shows that majority 43% of respondents belongs to the showing feel that your smart watch reflects your personality are agree, 24% of the respondents are belongs to neutral, 19% of the respondents are belongs to strongly agree, 11% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.5.3: SHOWING THE DEPEND ON SMART WATCH FASHION AND BRAND.

S.NO	PARTICULARS	FREQUENCY T	PRECENT
1	STRONGLY DISAGREE	2	2%
2	DISAGREE	10	8%
3	NEUTRAL	29	24%
4	AGREE	59	48%
5	STRONGLY AGREE	22	18%
TOTAL		122	100%

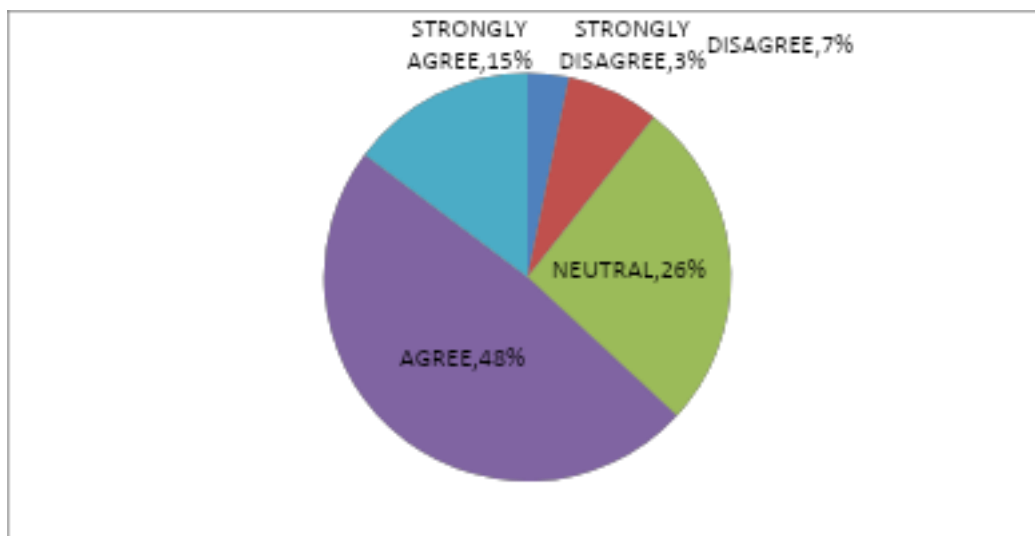
CHART 4.5.3: SHOWING THE DEPEND ON SMART WATCH FASHION AND BRAND.**INTERPRETATION:**

The chart shows that majority 48% of respondents belongs to the showing the depend on smart watch fashion and brand are agree, 24% of the respondents are belongs to neutral, 19% of the respondents are belongs to strongly agree, 11% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.5.4: SHOWING THE SHARE YOUR PERSONAL EXPERIENCE ABOUT YOUR SMART WATCH BRAND TO OTHERS.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	9	8%
3	NEUTRAL	32	26%
4	AGREE	59	48%
5	STRONGLY AGREE	18	15%
TOTAL		122	100%

CHART 4.5.4: SHOWING THE SHARE YOUR PERSONAL EXPERIENCE ABOUT YOUR SMART WATCH BRAND TO OTHERS.



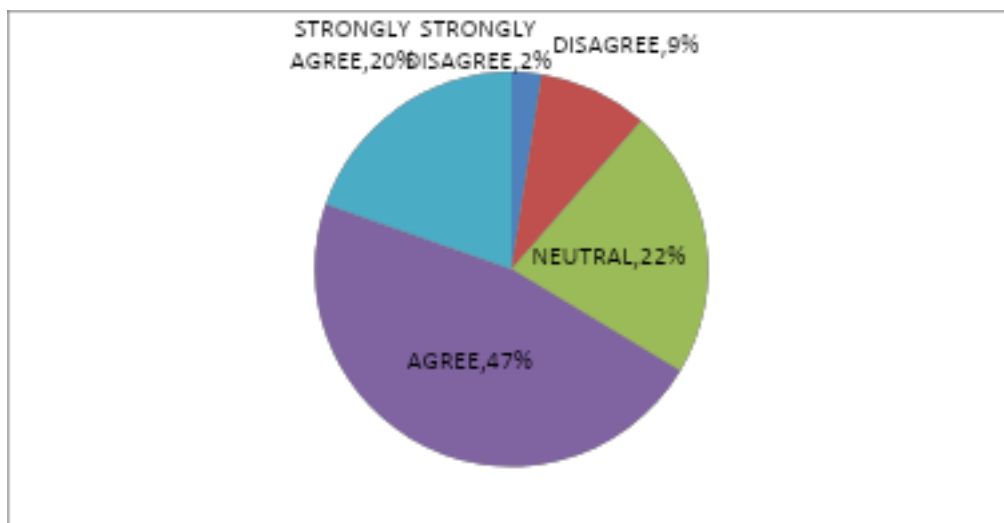
INTERPRETATION:

The chart shows that majority 48% of respondents belongs to the showing the share your personal experience about your smart watch brand to others are agree, 26% of the respondents are belongs to neutral, 15% of the respondents are belongs to strongly agree, 8% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.5.5: SHOWING THE SMART WATCH IMPROVED THEIR DESIGN AND FASHION BASED ON YOUR REVIEW IN YEARS.

S.NO	PARTICULARS	FREQUENCY T	PRECENT
1	STRONGLY DISAGREE	3	2%
2	DISAGREE	11	9%
3	NEUTRAL	27	22%
4	AGREE	57	47%
5	STRONGLY AGREE	24	20%
TOTAL		122	100%

CHART 4.5.5: SHOWING THE SMART WATCH IMPROVED THEIR DESIGN AND FASHION BASED ON YOUR REVIEW IN YEARS.



INTERPRETATION:

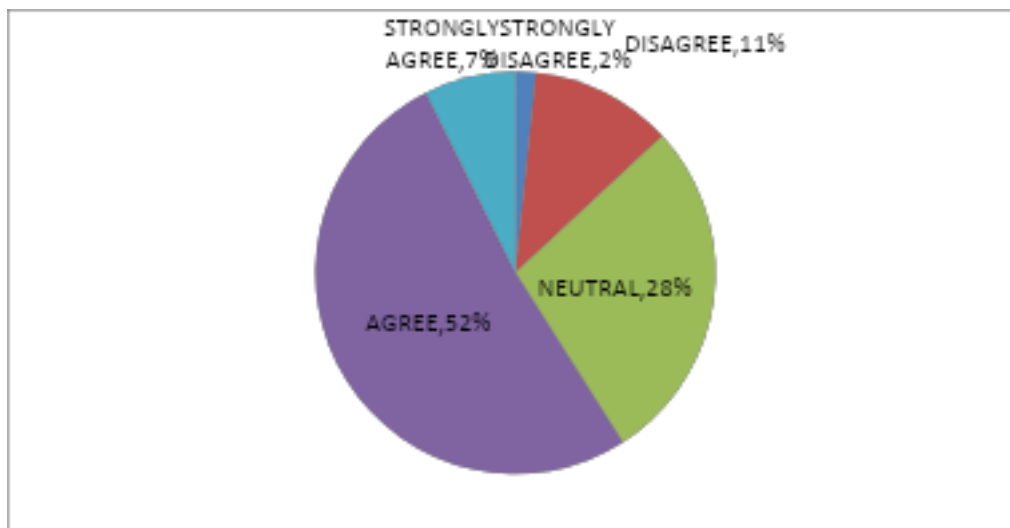
The chart shows that majority 47% of respondents belongs to the showing the smart watch improved their design and fashion based on your review in years are agree, 22% of the respondents are belongs to neutral, 20% of the respondents are belongs to strongly agree, 9% of the respondents are belongs to disagree, 2% of the respondents are belongs to strongly disagree.

4.6: SOCIAL STATUS AND PEER INFLUENCE

TABLE 4.1.6 SHOWING THE OWING A SMART WATCH HAS ENHANCED YOUR SOCIAL STATUS.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	2	2%
2	DISAGREE	14	11%
3	NEUTRAL	34	28%
4	AGREE	63	52%
5	STRONGLY AGREE	9	7%
TOTAL		122	100%

CHART 4.6.1: SHOWING THE OWING A SMART WATCH HAS ENHANCED YOUR SOCIAL STATUS.



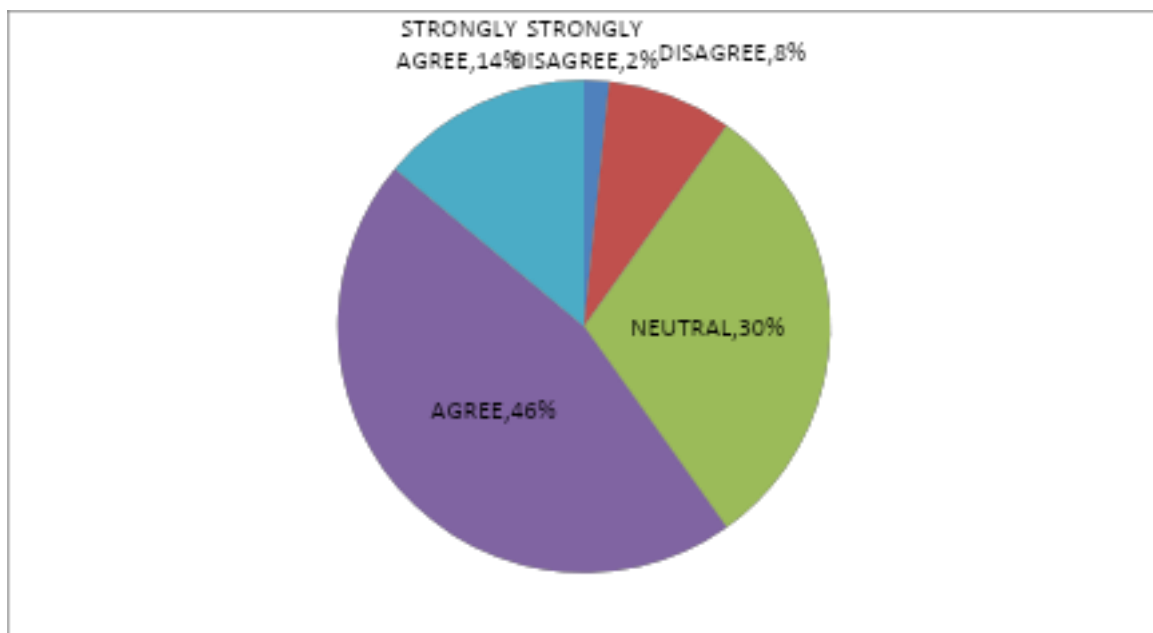
INTERPRETATION:

The chart shows that majority 52% of respondents belongs to the showing the owing a smart watch has enhanced your social status are agree, 28% of the respondents are belongs to neutral, 11% of the respondents are belongs to strongly agree, 7% of the respondents are belongs to disagree, 2% of the respondents are belongs to strongly disagree.

TABLE 4.6.2 SHOWING THE HAVE BEEN INFLUENCED BY YOUR PEER TO BUY A SMART WATCH.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	1	2%
2	DISAGREE	10	8%
3	NEUTRAL	37	30%
4	AGREE	56	46%
5	STRONGLY AGREE	17	14%
TOTAL		122	100%

CHART 4.6.2: SHOWING THE HAVE BEEN INFLUENCED BY YOUR PEER TO BUY A SMART WATCH.



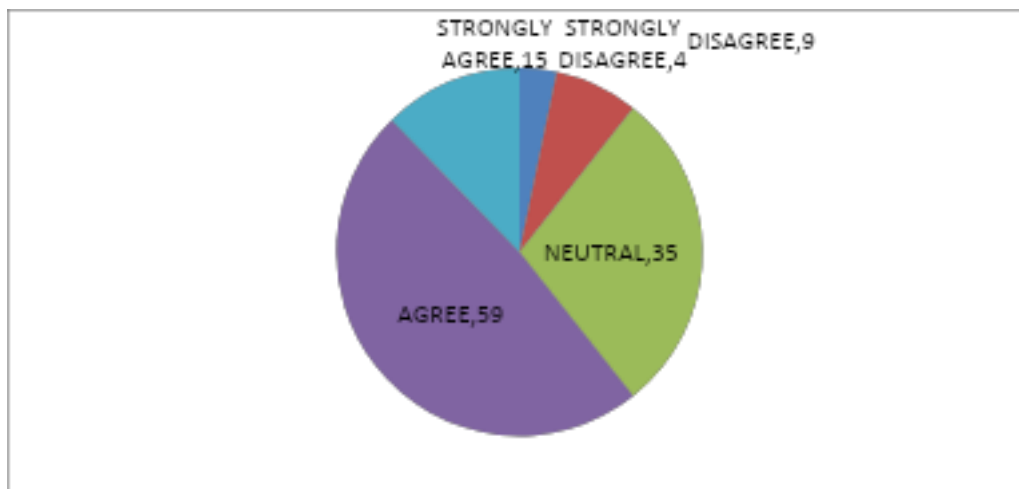
INTERPRETATION:

The chart shows that majority 46% of respondents belongs to the showing the have been influenced by your peer to buy a smart watch are agree, 30% of the respondents are belongs to neutral, 14% of the respondents are belongs to strongly agree, 8% of the respondents are belongs to disagree, 2% of the respondents are belongs to strongly disagree.

TABLE 4.6.3 SHOWING THE BELIEVE THAT OWING A SMART WATCH MAKES YOU MORE SOCIALLY ACCEPTED IN YOUR PEER GROUP.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	9	8%
3	NEUTRAL	35	29%
4	AGREE	59	48%
5	STRONGLY AGREE	15	12%
TOTAL		122	100%

CHART 4.6.3: SHOWING THE BELIEVE THAT OWING A SMART WATCH MAKES YOU MORE SOCIALLY ACCEPTED IN YOUR PEER GROUP.



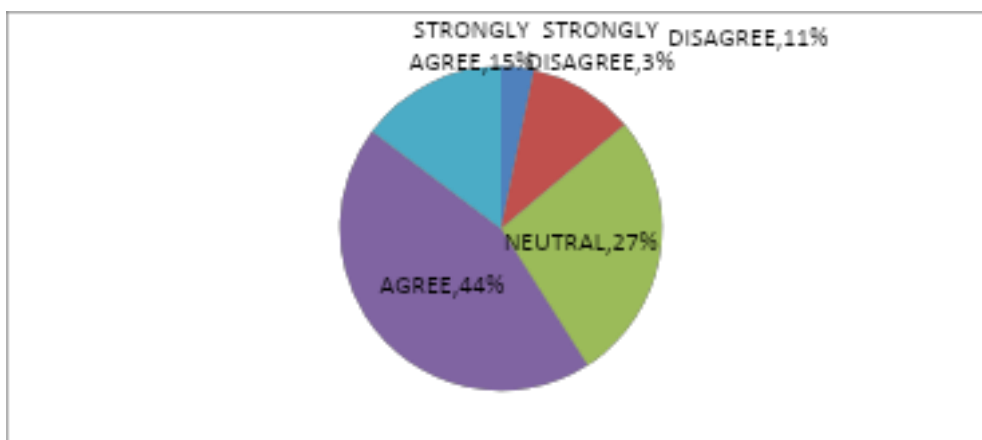
INTERPRETATION:

The chart shows that majority 59% of respondents belongs to the showing the believe that owing a smart watch makes you more socially accepted in your peer group are agree, 35% of the respondents are belongs to neutral, 15% of the respondents are belongs to strongly agree, 9% of the respondents are belongs to disagree, 4% of the respondents are belongs to strongly disagree.

TABLE 4.6.4: SHOWING THE SMART WATCHES ARE A NECESSARY GADGET FOR YOUNG PEOPLE TODAY.

S.NO	PARTICULARS	FREQUENCY	PERCENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	13	11%
3	NEUTRAL	33	27%
4	AGREE	54	44%
5	STRONGLY AGREE	18	15%
TOTAL		122	100%

CHART 4.6.4: SHOWING THE SMART WATCHES ARE A NECESSARY GADGET FOR YOUNG PEOPLE TODAY.



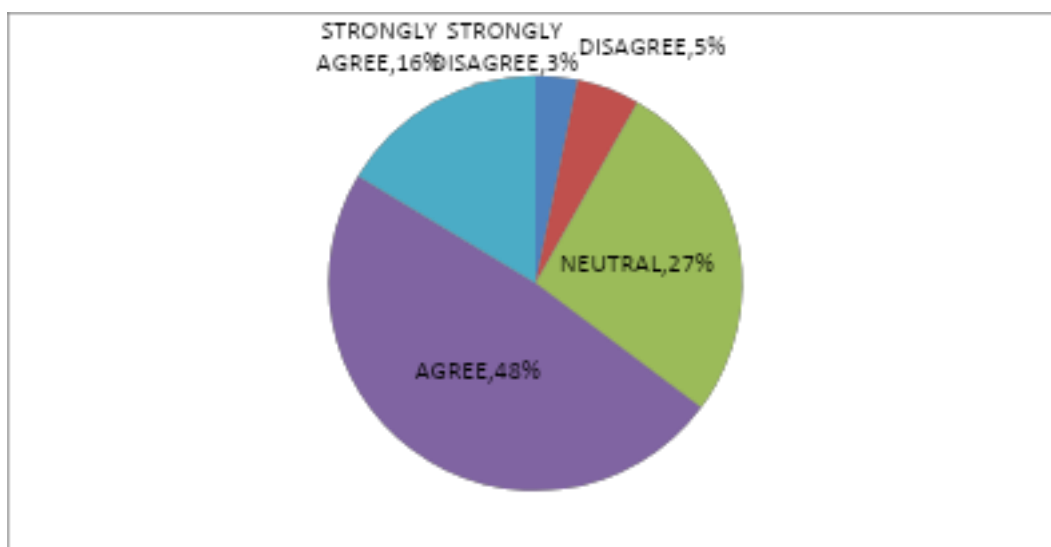
INTERPRETATION:

The chart shows that majority 44% of respondents belongs to the showing smart watches are a necessary gadget for young people today are agree, 27% of the respondents are belongs to neutral, 15% of the respondents are belongs to strongly agree, 11% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.6.5: SHOWING THE FEEL MORE SOCIALLY CONNECTED AND ACCEPTED WHEN YOU WEAR YOUR SMART WATCH.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	6	5%
3	NEUTRAL	33	27%
4	AGREE	59	48%
5	STRONGLY AGREE	20	17%
TOTAL		122	100%

CHART 4.6.5: SHOWING THE FEEL MORE SOCIALLY CONNECTED AND ACCEPTED WHEN YOU WEAR YOUR SMART WATCH.



INTERPRETATION:

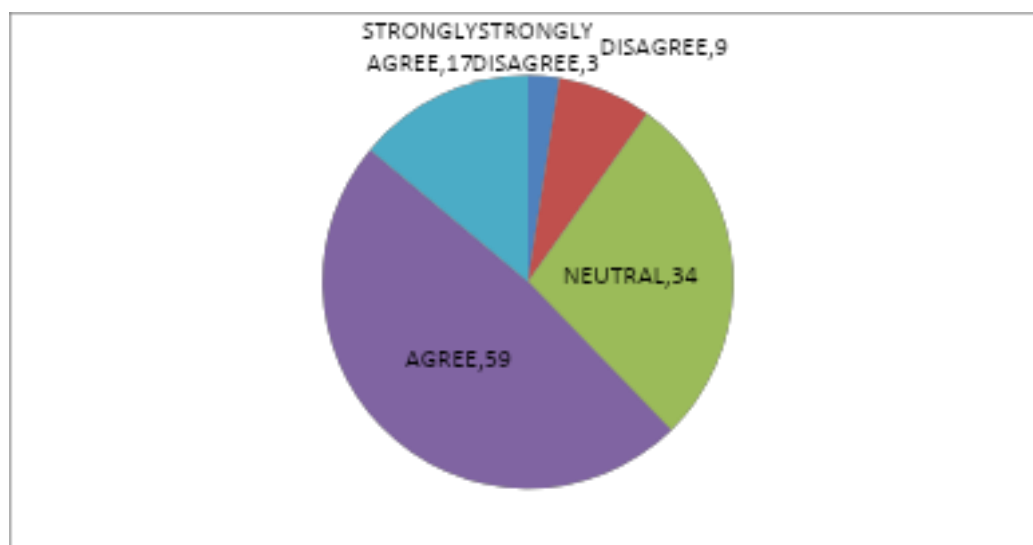
The chart shows that majority 48% of respondents belongs to the showing the feel more socially connected and accepted when you wear your smart watch are agree, 27% of the respondents are belongs to neutral, 17% of the respondents are belongs to strongly agree, 5% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

4.7: CONSUMER ADOPTION OF SMART WATCHES

TABLE 4.7.1: SHOWING THE USE THE FEATURES OF SMART WATCHES

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	3	3%
2	DISAGREE	9	7%
3	NEUTRAL	34	28%
4	AGREE	59	48%
5	STRONGLY AGREE	17	14%
TOTAL		122	100%

CHART 4.7.1: SHOWING THE USE THE FEATURES OF SMART WATCHES

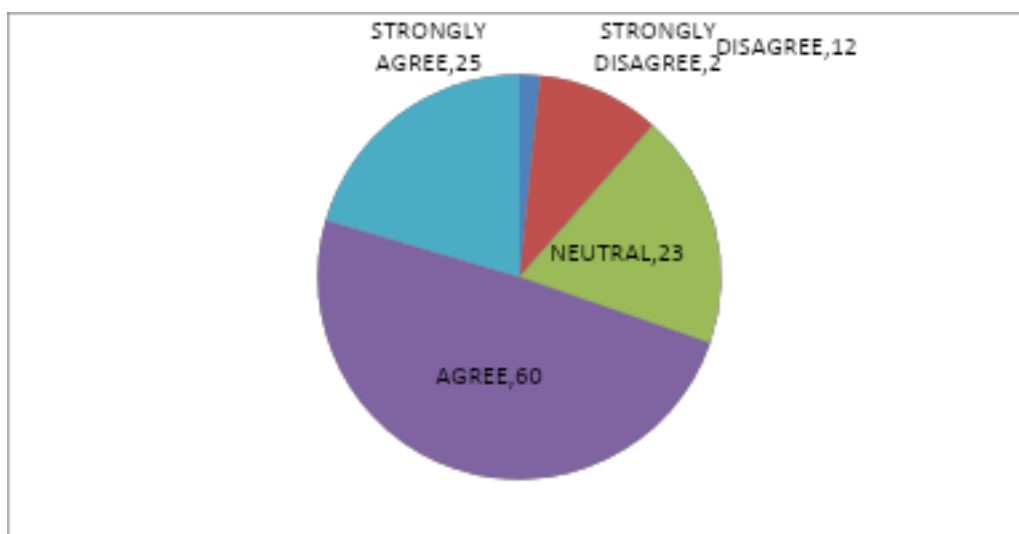


INTERPRETATION:

The chart shows that majority 59% of respondents belongs to the showing the use the features of smart watches are agree, 27% of the respondents are belongs to neutral, 17% of the respondents are belongs to strongly agree, 5% of the respondents are belongs to disagree, 3% of the respondents are belongs to strongly disagree.

TABLE 4.7.2 SHOWING THE SMART WATCH FEATURES ARE SUITABLE FOR DAILY USE.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	2	2%
2	DISAGREE	12	10%
3	NEUTRAL	23	19%
4	AGREE	60	49%
5	STRONGLY AGREE	25	20%
TOTAL		122	100%

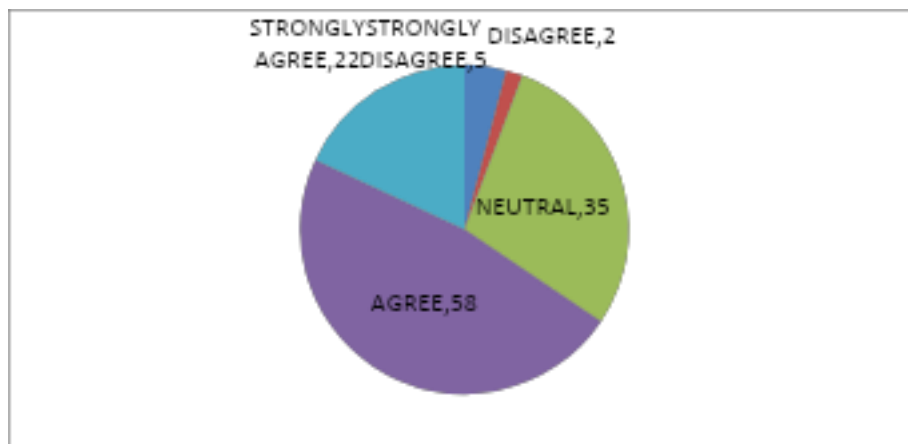
CHART 4.7.2: SHOWING THE SMART WATCH FEATURES ARE SUITABLE FOR DAILY USE.**INTERPRETATION:**

The chart shows that majority 60% of respondents belongs to the showing the smart watch features are suitable for daily use are agree, 23% of the respondents are belongs to neutral, 25% of the respondents are belongs to strongly agree, 12% of the respondents are belongs to disagree, 2% of the respondents are belongs to strongly disagree.

TABLE 4.7.3: SHOWING THE FACTORS OF YOUR SMART WATCH WOULD INFLUENCE YOUR DECISION TO BUY A WATCHES IN FUTURE.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	5	4%
2	DISAGREE	2	2%
3	NEUTRAL	35	29%
4	AGREE	58	47%
5	STRONGLY AGREE	22	18%
TOTAL		122	100%

CHART 4.7.3: SHOWING THE FACTORS OF YOUR SMART WATCH WOULD INFLUENCE YOUR DECISION TO BUY A WATCHES IN FUTURE.



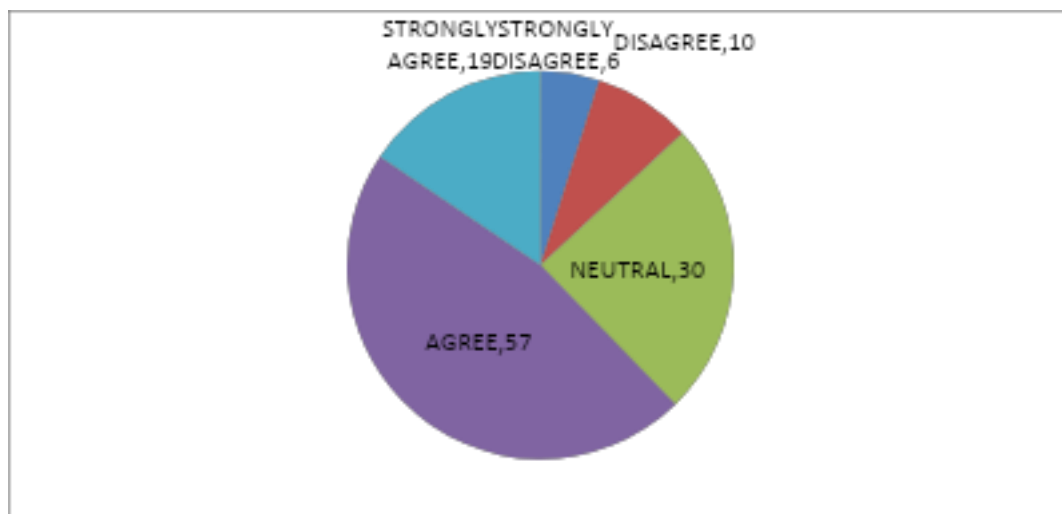
INTERPRETATION:

The chart shows that majority 58% of respondents belongs to the showing factors of your smart watch would influence your decision to buy a DWwatch in future are agree, 35% of the respondents are belongs to neutral, 22% of the respondents are belongs to strongly agree, 5% of the respondents are belongs to strongly disagree, 2% of the respondents are belongs to disagree.

TABLE 4.7.4 SHOWING THE WORK-RELATED TASK IS EASY TO COMPLETE IN SMART WATCH COMPARE TO PHONE.

S.NO	PARTICULARS	FREQUENCY T	PERCENT
1	STRONGLY DISAGREE	6	5%
2	DISAGREE	10	8%
3	NEUTRAL	30	25%
4	AGREE	57	47%
5	STRONGLY AGREE	19	15%
TOTAL		122	100%

CHART 4.7.4: SHOWING THE WORK-RELATED TASK IS EASY TO COMPLETE IN SMART WATCH COMPARE TO PHONE.



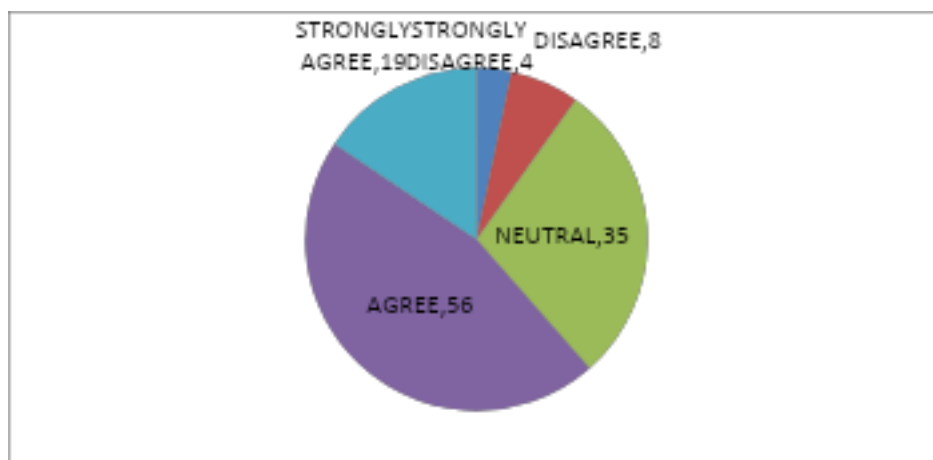
INTERPRETATION:

The chart shows that majority 57% of respondents belongs to the showing the work-related task is easy to complete in smart watch compare to phone are agree, 30% of the respondents are belongs to neutral, 19% of the respondents are belongs to strongly agree, 10% of the respondents are belongs to strongly disagree, 6% of the respondents are belongs to disagree.

TABLE 4.7.5 SHOWING THE ARE SATISFIED WITH THE TERMS AND CONDITIONS OF THE SMART WATCHES.

S.NO	PARTICULARS	FREQUENCY T	PRECENT
1	STRONGLY DISAGREE	4	3%
2	DISAGREE	8	6%
3	NEUTRAL	35	29%
4	AGREE	56	46%
5	STRONGLY AGREE	19	16%
TOTAL		122	100%

CHART 4.7.5: SHOWING THE ARE SATISFIED WITH THE TERMS AND CONDITIONS OF THE SMART WATCHES.



INTERPRETATION:

The chart shows that majority 56% of respondents belongs to the showing the work related task is easy to complete in smart watch compare to phone are agree, 35% of the respondents are belongs to neutral, 19% of the respondents are belongs to strongly agree, 8% of the respondents are belongs to strongly disagree, 4% of the respondents are belongs to disagree.

4.6 ANOVA – ANALYSIS OF VARIABLES**HYPOTHESIS**

Null Hypothesis: There is no significant difference between the impact of smart watches utilization in present young generation with special reference in Chennai region.

Alternate Hypothesis: There is a significant difference between impact of smart watches utilization in present young generation with special reference in Chennai region.

INTERPRETATION:

Based on the ANOVA results, the p-values for HFT (0.584), CC (0.455), FPE (0.188), PTM (0.524), SSPI (0.294), and DV (0.669) are all greater than 0.05, null hypothesis is accepted and alternate hypothesis is rejected. Hence there is no significant differences across the groups for any of these variables

TABLE 4.6: ONE – WAY ANOVA

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
HFT	Between Groups	30.364	4	7.591	.714	.584
	Within Groups	1243.210	117	10.626		
	Total	1273.574	121			
CC	Between Groups	47.875	4	11.969	.920	.455
	Within Groups	1522.026	117	13.009		
	Total	1569.902	121			
FPE	Between Groups	81.331	4	20.333	1.566	.188
	Within Groups	1519.071	117	12.984		
	Total	1600.402	121			
PTM	Between Groups	33.465	4	8.366	.806	.524
	Within Groups	1204.535	116	10.384		
	Total	1238.000	120			
SSPI	Between Groups	52.649	4	13.162	1.250	.294
	Within Groups	1232.343	117	10.533		
	Total	1284.992	121			

DV	Between Groups	28.884	4	7.221	.592	.669
	Within Groups	1426.010	117	12.188		
	Total	1454.893	121			

4.7 INDEPENDENT SAMPLE T - TEST

Categorical variables: Gender

Metric variables: PARTICULARSs, Technology literacy, Usage frequency, Expenditure levels.

HYPOTHESIS

Null Hypothesis: There is no significant difference between Gender and Health and fitness tracking, Connectivity and convenience, Fashion and personal expression, Productivity and time management, social status & peer influence, Consumer adoption of smart watch.

Alternate Hypothesis: There is a significant difference between Gender and 01- Health and fitness tracking, Connectivity and convenience, Fashion and personal expression, Productivity and time management, social status & peer influence, Consumer adoption of smart watch.

TABLE 4.7.1: GROUP STATISTICS

GROUP STATISTICS

	gender of the respondent	N	Mean	Std. Deviation	Std. Error Mean
HFT	Male	71	17.2254	3.55848	.42231
	Female	51	18.5294	2.59502	.36338
CC	Male	71	17.1831	3.90351	.46326
	Female	51	19.4510	2.64812	.37081
FPE	Male	71	18.0282	3.93509	.46701
	Female	51	18.8431	3.15197	.44136
SSPI	Male	71	17.8028	3.72490	.44206
	Female	51	18.2549	2.48067	.34736
PTM	Male	70	18.1857	3.47785	.41568
	Female	51	18.6078	2.82190	.39515
DV	Male	71	17.9296	3.79971	.45094
	Female	51	19.0196	2.86000	.40048

1. Health and fitness tracking
2. Connectivity and convenience
3. Fashion and personal expression
4. Productivity and time management
5. Social status & peer influence
6. Consumer adoption of smart watch

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
HFT	Equal variances assumed	3.915	.050	-2.225	120	.028	-1.30406	.58601	-2.46432	-.14380
	Equal variances not assumed			-2.341	119.962	.021	-1.30406	.55713	-2.40714	-.20098
CC	Equal variances assumed	8.969	.003	-3.595	120	.000	-2.26788	.63081	-3.51684	-1.01892
	Equal variances not assumed			-3.822	119.663	.000	-2.26788	.59339	-3.44279	-1.09298
FPE	Equal variances assumed	2.366	.127	-1.223	120	.224	-.81497	.66619	-2.13398	.50404
	Equal variances not assumed			-1.268	118.518	.207	-.81497	.64257	-2.08738	.45744
SSPI	Equal variances assumed	5.331	.023	-.754	120	.452	-.45209	.59924	-1.63853	.73436
	Equal variances not assumed			-.804	119.401	.423	-.45209	.56221	-1.56528	.66111
PTM	Equal variances assumed	1.879	.173	-.712	119	.478	-.42213	.59254	-1.59543	.75117
	Equal variances not assumed			-.736	117.566	.463	-.42213	.57353	-1.55791	.71365
DV	Equal variances assumed	4.683	.032	-1.727	120	.087	-1.09003	.63134	-2.34004	.15998
	Equal variances not assumed			-1.807	119.710	.073	-1.09003	.60310	-2.28416	.10410

INDEPENDENT SAMPLES TEST

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
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	Equal variances not assumed			-2.341	119.962	.021	-1.30406	.55713	-2.40714	-.20098
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	Equal variances not assumed			-3.822	119.663	.000	-2.26788	.59339	-3.44279	-1.09298
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	Equal variances not assumed			-.736	117.566	.463	-.42213	.57353	-1.55791	-.71365
D V	Equal variances assumed	4.683	.032	-1.727	120	.087	-1.09003	.63134	-2.34004	-.15998
	Equal variances not assumed			-1.807	119.710	.073	-1.09003	.60310	-2.28416	-.10410

INTERPRETATION

Based on the provided t-test results, the p-values for Satisfaction levels (HFT) and Technology Literacy (FPE) are greater than 0.05, specifically 0.452 and 0.207 respectively, indicating that the null hypothesis cannot be rejected. This means there is no significant difference in Satisfaction levels and Technology Literacy between different genders. Additionally, for other factors like Usage frequency (SSPI) and

Expenditure levels (PTM), the p-values also exceed 0.05, reinforcing that there are no significant differences based on gender.

In contrast, the p-values for Usage frequency (CC) and Expenditure levels (DV) are less than 0.05, specifically 0.000 and 0.073 respectively, allowing the rejection of the null hypothesis in favor of the alternate hypothesis. This indicates a significant difference in recent technology purchases and the associated costs incurred on purchase and installation. Therefore, it is evident that these factors are significantly impacted by recent technological purchases.

5. CONCLUSION

5.1 SUMMARY OF FINDING

- The chart shows that majority 77% of respondents belongs to the age group between 18-25yrs
- The chart shows that majority 58% of respondents belong to the gender
- The chart shows that majority 56% of respondents belongs to the qualifications for the post graduate
- The chart shows that majority 48% of respondents belongs to the usage of watch the daily usage
- The chart shows that majority 53% of respondents belongs to the occupation status for the unemployed
- The chart shows that majority 48% of respondents belongs to the showing the feature of health and fitness tracking system of your smart watch is satisfiable are agree
- The chart shows that majority 57% of respondents belongs to the showing the smart watch motivates you to exercise more are agree
- The chart shows that majority 57% of respondents belongs to the showing the feel more accountable for your health and fitness since using a smart watch are agree
- The chart shows that majority 58% of respondents belongs to the showing the smart watch helps you to achieve your fitness goals are agree
- The chart shows that majority 47% of respondents belongs to the showing the feel every time that your smart watch monitors your heart rate and oxygen regularly are agree
- The chart shows that majority 47% of respondents belongs to the showing the easy for you to navigate and use the features on your smart watch are agree
- The chart shows that majority 47% of respondents belongs to the showing the satisfied with overall experience of your smart watch are agree
- The chart shows that majority 40% of respondents belongs to the showing the satisfied the feels convenient while receiving the notifications in your smart watch are agree

- The chart shows that majority 53% of respondents belongs to the showing the features in smart watch is more convenient for daily use are agree
- The chart shows that majority 48% of respondents belongs to the showing the connectivity between your smart watch and your primary device is seamless are agree
- The chart shows that majority 39% of respondents belongs to the showing the smart watch features help you to manage your time and tasks are agree
- The chart shows that majority 41% of respondents belongs to the showing the find it easier to manage your schedule with a smart watch are agree
- The chart shows that majority 43% of respondents belongs to the showing the are satisfied with the productivity and time management features of your smart watch are agree
- The chart shows that majority 50% of respondents belongs to the showing the smart watch integrates with other productivity tools and apps you use to agree
- The chart shows that majority 50% of respondents belongs to the showing the product and brand productivity of the smart watch is good to you are agree
- The chart shows that majority 50% of respondents belongs to the showing the are satisfied design and appearance of a smart watch is important are agree
- The chart shows that majority 43% of respondents belongs to the showing feel that your smart watch reflects your personality are agree
- The chart shows that majority 48% of respondents belongs to the showing the depend on smart watch fashion and brand are agree
- The chart shows that majority 48% of respondents belongs to the showing the share your personal experience about your smart watch brand to others are agree
- The chart shows that majority 47% of respondents belongs to the showing the smart watch improved their design and fashion based on your review in years are agree
- The chart shows that majority 52% of respondents belongs to the showing the owing a smart watch has enhanced your social status are agree
- The chart shows that majority 46% of respondents belongs to the showing the have been influenced by your peer to buy a smart watch are agree
- The chart shows that majority 59% of respondents belongs to the showing the believe that owing a smart watch makes you more socially accepted in your peer group are agree
- The chart shows that majority 44% of respondents belongs to the showing smart watches are a necessary gadget for young people today are agree

- The chart shows that majority 48% of respondents belongs to the showing the feel more socially connected and accepted when you wear your smart watch are agree
- The chart shows that majority 59% of respondents belongs to the showing the use the features of smart watches are agree
- The chart shows that majority 60% of respondents belongs to the showing the smart watch features are suitable for daily use are agree
- The chart shows that majority 58% of respondents belongs to the showing factors of your smart watch would influence your decision to buy a watch in future are agree
- The chart shows that majority 57% of respondents belongs to the showing the work-related task is easy to complete in smart watch compare to phone are agree
- The chart shows that majority 56% of respondents belongs to the showing the work-related task is easy to complete in smart watch compare to phone are agree

5.2 BUSINESS IMPLICATIONS:

The research discovers a significant spike in the usage of smartwatches by today's youth population, reflecting greater demand for the producers. This phenomenon is set to favor online shopping websites that deal in electronics, offering avenues for new market players to deliver products to younger consumers' choice. Proper management of the supply chain will play a pivotal role in making deliveries on time against increasing demand, likely affecting pricing and margins within the sector.

Schools can even incorporate the use of smartwatches into their curriculum, and thus digital literacy training would be required. Innovative companies developing their products based on consumer trends can actually gain a competitive edge in the future of the smartwatch market. Data privacy and ethical standards will be equally important considerations as smartwatches become ubiquitous. In conclusion, the research identifies compelling business opportunities and challenges in the areas of production, sales, education, and innovation for the smartwatch industry.

5.3 RECOMMENDATIONS:

Smartwatches have become all-purpose companions in the digital era, particularly among today's youth. Smartwatches provide a combination of functionality and connectivity beyond mere timekeeping. This essay delves into the manifold effects of the use of smartwatches for young users based on educational augmentations, benefits in communication, integration into everyday life, suggestions for healthy utilization, and foresights regarding technology adoption in the future. At the center of smartwatch convenience for young individuals is communication.

These watches offer instant and convenient messaging, updates on social sites, and immediate notifications right on the wrist to reduce incessant checking on their smartphones. For adolescents and young adults moving through social settings, smartwatches provide an effortless means of staying in touch while still

keeping the main focus on other activities. Constant connectivity not only enriches social life but also enables timely communication in personal and business life, making for a more connected, responsive generation. Aside from communication and education, smartwatches blend into daily life with ease, providing features that enhance health and well-being. From fitness tracking and heart rate monitoring to sleeping analysis and wellness reminders, these fitness trackers motivate users towards a balanced lifestyle.

YOUNG users derive motivational benefits from fitness tracking, setting goals, and tracking progress straight from their wrists. This blending of health capabilities not only enhances physical welfare but also informs awareness of one's own personal health statistics amongst the younger age group. Despite the many benefits of smartwatches, one must ensure an even-handed strategy to their application. Too much screen time and being always-connected can potentially engender digital burnout and preoccupation with digital distractions away from other significant things like outdoor recreation and interpersonal face-to-face conversation. Educating young users about responsible usage habits and promoting breaks from technology can mitigate these risks.

Encouraging activities that promote physical exercise and social engagement alongside smartwatch use fosters a holistic approach to personal development and well-being. The widespread adoption of smartwatches among young users highlights evolving trends in technology consumption and adaptation. As these products are updated with improved features and functionality, it is more important than ever to monitor their effects on the younger generation. What is learned through examining the use of smartwatches will be applied to the future of wearable technology, guiding innovation that meets the needs and desires of young customers. Smartwatches are now essential aids to today's youth generation, improving education, communication, and lifestyle organization.

Their ubiquitous functionality plays a role in more interconnected and knowledgeable youth culture, while balanced usage considerations promote a responsible strategy to embracing technology as part of daily life. As technology advances, constant research and training will play an important role in optimizing the advantages of smartwatches while ensuring that possible disadvantages are eliminated, eventually building a world where wearable technology keeps enriching the lives of children.

6. REFERENCES:

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"Glow Kids: How Screen Addiction Is Hijacking Our Kids—and How to Break the Trance" by Nicholas Kardaras- Examines the addictive nature of digital screens, including smartwatches, and their impact on children and adolescents.

"Screen Time: How Electronic Media—from Baby Videos to Educational Software—Affects Your Young Child" by Lisa Guernsey - Provides insights into the effects of screen time on early childhood development, including the role of smart devices.

"Disconnect: The Truth About Cell Phone Radiation, What the Industry Is Doing to Hide It, and How to Protect Your Family" by Devra Davis - Explores concerns about the health effects of electromagnetic radiation emitted by mobile devices, including smartwatches.