



THE IMPACT OF SOCIAL MEDIA IN ISLAMIC STUDIES ON CONSUMER BEHAVIOR TOWARDS SMART WATCHES WITH SPECIAL REFERENCE FOR THE CITY OF ISLAMPUR

Aishwarya Rakate*

Rajarambapu Institute of Technology, Islampur, Maharashtra, India
aishurakate@gmail.com

Hemlata Gaikwad

Rajarambapu Institute of Technology, Islampur, Maharashtra, India
hemlata.gaikwad@gmail.com

*Correspondence: aishurakate@gmail.com

Abstracts

Smart watches are trendy fashionable and wearable devices which were introduced in India in recent times. The main objective of this study is to understand the impact of social media in Islam on consumer buying behavior. The quantitative survey investigates the factors that influence user behavior towards smartwatches. Data of 160 respondents was collected and analyzed using SPSS and Microsoft Excel software. It has been observed that smart watches are trending in the digital age with the ability to replace smart phones. The findings of this study reveal various influencing factors such as friends, advertisements but most of the respondents are influenced by social factors to buy smart watches. The findings of this study will be useful for marketers and smart watch manufacturing companies to find out consumer perceptions of smart watches, and in Islamic studies this can be a da'wah facility in spreading goodness by optimizing developing technology.

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Introduction

Technological advances in recent years have changed the function of all electronic products (Kandemir and Acur 2022; Kim 1996; Shi, Zhang, and Adhikari 2018; Turhan 2013). Traditional cell phones have become smartphones and just like smart phones, watches have also become smart watches. A smartwatch is a trendy and fashionable wearable device that has basic functions like a watch, as well as features like a smartphone (Ramirez-Correa et al. 2022; Wang and Wang 2022). The smartwatch syncs with the smartphone so that it can be used to attend mobile calls, access notification alerts and be used to keep health records, etc (Jamieson et al. 2019; Jang and Kim 2020).

Smartwatches are trendy and fashionable innovative gadgets that have been launched in recent years. A smartwatch is a mini computer that has many functions beyond display time (Gopinath and Sai 2021; Park, Jeong, and Kim 2020). This is one of the latest developments in

the evolution of information technology (Balla 2012). The above statement reflects the idea that smartwatches can detract from customers' attention to other devices, such as smartphones and wrist straps, which easily display important information on the user's wrist (Guo and Sun 2004; Jud, Winkler, and Sirmans 2002; Sagasti 2019). However, a smartwatch can increase user attention as it is a hub that gives access to email, messages and more on our wrist. In addition, the functionality and visibility of a traditional watch can also be maintained as a luxury item. In other words, instead of hiding technology, technology and fashion are combined into one and become a major part of the user's life which will help the user to access the mobile functions in the smartwatch.

The advancement of modern technology and the global tapping of mobile devices such as smartwatches and smartphones have resulted in real-time anytime-anywhere accessibility to information (Al-Emran 2021; Das and Zahra 1998; Levi-Bliech et al. 2018). In addition to the concept of 'mobility' which is evolving from technology that is easy to carry to technology that can be used seamlessly (Ilahiane 2013; Silaa, Jazri, and Muyingi 2021). However, although experts and reports indicate that demand for smartwatches will increase in the future, current sales forecasts are still relatively low as per the report (Daily 2013; Meglin, Eliot, and Brooks 2017). In particular, the question of why smartwatches are adopted by consumers remains unanswered. Previous technology acceptance research developed a variety of frameworks (Hamzah, Said, and Supriadi 2021). the development of this technology is an opportunity in Islamic studies to spread Islamic da'wah (Harris and Isa 2019; Parhan et al. 2020). A trend that develops into a facility to spread kindness (Nurdin 2016; Rio Sumarni Shariffudin 2008; Romli et al. 2021).

In particular, smartwatches by e.g. Samsung, Apple, Boat have communicated well for many features and functions that appeal to a broad consumer interest which may include health monitoring, fitness and location tracking as well as extended smart features such as communication. As per the results revealed by various recent surveys regarding smartwatch adoption, the market for smartwatches will continue to grow exponentially in 2020 to around 373 million units will be sold out globally.

Methods

The data collected from primary and secondary data. Primary Data: Primary data, which collected for first time. For the primary data collection, which is done through distribution of questionnaire, observation. For present study, the primary data is collected by filling up questionnaire from college students. Questionnaire: The questionnaire was framed in consultation with Project Guide. The questionnaire aimed at knowing the perception of consumer undergoing this process. Secondary Data: Secondary are those which are collected by someone else. The secondary data is collected through website, company records, and company magazines, internal report. Area of study is the geographical scope is limited to the Islampur city. A study of impact of social media on consumer behavior among the college students towards smart watches with special reference to Islampur city. According to this research title, Respondents are; (1) College students (2) Graduation students (3) Post-graduate students. For the purpose of collection the data the following tools will be used-Observation, Interview and Questionnaire. Sample size for infinite population- $Z^2 * P * (1-P) / e^2$; and sampling technique: Infinite: Non-probability sampling method:

Confidence level	95%
Margin of error	5%
Population proportion	50%

Population size	-
Alpha divided by 2	0.025
Z score	1.959964
sample size	384

source: from research results

The samples are chosen by the method of Convenience sampling method. For the purpose of analysis of collected data, appropriate statistical tools are used. In analysis of data following tools are used-MS excel and SPSS. In this study we approach to the consumers and trying to know why they purchase smart watches and how social media is affecting the buying behaviour of consumer. We collected data to study the effect of smart watches on consumers' present and the impact of social media. From this study we are trying to get information about the buying behaviour of consumer towards smart watches. We can also study the impact of various social media platform on the consumer buying behaviour. This study will help the manufacturers and marketers trying to print market ratings by experimentally analysing the behavioural intent of using smart watches.

Results and Discussion

Dr. P. Kishore Kumar¹, V. Venkateshwarlu (2017) From this research it is concluded that, smart watches are become want of the consumers. Smart watches are synced with smartphones the emails and messages from social media for notifications. The social media sites had created awareness about smart watches. Customers are likely to own smart watches for performing variety of tasks.

Nasser Abdo Saif Almuraqab (2021) This research conducted to know the variables that influence the buying behaviour of consumer towards smart watches. It also studied technological and psychological views of consumers and suggest that the customer consider the smart watches to be a combination of fashion and technology. Consumer consider smart watches as a fashion more than technology.

Md. Mahiuddin Sabbira, Sharmin Akterb, Tahsin Tabish Khanc, Amit Das (2020) Smart watches are technological trendy product. The foremost duty of marketer is to identify the factors that are influencing consumers in using the product. This study bring attention to the importance of thinking of smart watches as a both technological and fashion item.

(Kuo-Lun Hsiaoa, 2018) The author of this research has studied the user intension to purchase smart watches. The proposed research model improve the understanding of influence of software, hardware, and design. Positive attitude and emotional values are the two factors that affect the buying behaviour of consumer.

(Pb, 2020) The researcher studied determining the purpose of continuing to use of smart watches. This model showed that there is significant indirect effect of ease of use on continuous intent, satisfaction, and attitude and felt usefulness in the purpose of maintaining continuity.

(Milad Dehghania, 2018)- Smart watches become wearable technology becoming developing dependent industries. This study took into account the constant intent and actual determinants of actual use among smart watch users.

(Prome, 2021)- Study conducted is based on the finding out the impact of social media on consumer. It was concluded that the consumers are highly influenced by trend and influencers on social media. Social media express the facts, pictures, activities and post about the company which will increase the consumer loyalty to the company.

(Rajkumar, 2021) Study conducted among millennial group to understand the impact of social media marketing. It was concluded that the Facebook playing important role to influence the millennial and create favourable opinion of consumer towards smart watches. It allows a

clear image and knowledge about the product. The demographic characteristics are regardless while using social media.

Data Analysis and Interpretation:

Once the required data has been collected, then the collected data was classified and analysed with the help of MS- Excel and SPSS. The findings from this research are presented systematically.

Table 2: Following table shows classification of respondents based on gender

Classification of variable	Frequency	Percent
Male	88	55.3%
Female	72	44.7
Total	160	100

source: from research results

Above table shows that 55.3% respondents are male and 44.7% are females.

Table 3: Following table shows classification of respondents on basis of their age

Classification of variable	Frequency	Percent
18-25	88	54.7
26-35	39	24.1
36-45	15	9.8
45 above	18	11.4
Total	160	100

source: from research results

Above table shows that 54.7% respondents are 18 to 25 age group, 24.1% respondents are 26 to 35 age group, 9.8% respondents are 36 to 45 age group, and 11.4% respondents are 45 above age group.

Table 4: Following table shows classification of respondents on the basis of their educational qualification

Classification of variable	Frequency	Percent
10 th	1	0.4%
12 th	13	8.2%
Graduate	70	44%
Post Graduate	63	39%
Professionals	13	8.2%
Total	160	100

source: from research results

Above table shows that 0.4% respondents are in 10th class, 8.2% respondents are in 12th class, 44% respondents are in graduation, 39% respondents are in post-graduation, 8.2% responded are in professional.

Table 5: Following table shows the classification of respondents based on their occupation.

Classification of variable	Frequency	Percent
Student	86	53.5%
Farmer	3	2%
Self employed	26	16.4%
Government employee	14	8.6%
Private sector employee	31	19.5%
Total	160	100

source: from research results

Above table shows that 53.5% respondents are students, two person respondents are farmer, 16.4% response dents are self-employed, 8.6% respondents are government employee, 19.5% respondents are private sector employee.

Table 6: Following table shows classification of respondents based on their monthly household income.

Classification of variable	Frequency	Percent
Up to 25k	64	39.6
26k – 35k	33	20.8
36k – 45k	30	19
Above 45k	33	20.6
Total	150	100

source: from research results

39.6% of respondents are having their household monthly income is up to 25k.

Table 7: Following data shows the users of smart watches.

Classification of variable	Frequency	Percent
Yes	143	89.3
No	17	10.7
	150	100

source: from research results

Above table shows that 89.3% respondents are using smart watches and 10.7% respondents are not using smart watches.

Table 8: Following table shows the data of Smart watches brand preferred by respondents.

Classification of variable	Frequency	Percent
Samsung	26	15.7
BoAt	64	40.3
Noise	26	16.4
One Plus	25	15.7
Other	19	11.9
Total	160	100

source: from research results

Above table shows that 15.7% respondents are preferred Samsung brand, 40.3% respondents are preferred BoAt brand, 16.4% respondents are preferred Noise brand, 15.7% respondents are preferred one plus brand.

Table 9: Following data shows the benefits that respondents get by using smart watches.

Classification of variable	Frequency	Percent
Fitness and Health	108	67.9
Make and receive phone calls	92	57.9
Navigation	48	30.2
Locate your phone and key	42	26.4
Total	160	100

source: from research results

Above table shows that 67.9% respondents get benefit from smart watches is fitness and health, 57.9% responders get benefit from smart watches is make and receive phone calls, 30.2% respondents get benefit from smart watches is navigation, 26.4% respondents gate benefit from smartwatches is locate your phone and key.

Table 10: Following data shows from whom the respondents get recommendation about smart watches.

Classification of variable	Frequency	Percent
Doctors	7	4.4
Friends	73	45.3
Family Members	19	11.9
Own Decision	61	38.4
Total	150	100

source: from research results

Above table shows that 4.4% respondents get recommendation about smart watches from doctor, 45.3% respondents get recommendation about smart watches from friends, 11.9% respondents get recommendation about smart watches from family members, 38.4% respondents get recommendation about smart watches from own decision.

Table 11: Following table shows that various features which the respondents looks while purchasing smart watches.

Classification of variable	Frequency	Percent
OS and app Applications	75	47.2
Fitness Tracking	105	66
Battery Backup	75	47.2
NFC (Online Payment)	35	22
Display	43	27
Total		100

source: from research results

Above table shows that 47.2% respondents are looks O.S and App application feature while purchasing smart watches, 66% respondents looks fitness tracking feature while

purchasing smart watches, 47.2% respondents look battery backup feature while purchasing smart watches, 22% respondents look NFC feature while purchasing smart watches, 27% respondents look display feature while purchasing smart watches.

Table 12: Following table shows perception of respondents about comparing the prices.

Classification of variable	Frequency	Percent
Most of the time	66	41.5
Sometime	69	42.8
Seldom	16	10.1
Never	9	5.7
Total	160	100

source: from research results

Above table shows that 41.5% respondents are comparing price most of the time, 42.8% respondents are comparing price sometime, 10.1% respondents are comparing price seldom, 5.7% respondents are never comparing price

Table 13: Following table shows the influencing factors for the purchase of smart watch.

Classification of variable	Frequency	Percent
Friends	41	25.8
Family	26	15.7
Advertisement	35	22
Social Media influencers	58	36.5
Total	160	100

source: from research results

Above table shows that 25.8% respondents are influenced by friends, 15.7% respondents are influenced by family, 22% respondents are influenced by advertisement, 36.5% respondents are influenced by social media influencer

Table 14: Following table shows the reasons of using smart watches.

Classification of variable	Frequency	Percent
Convenient	48	30.2
Reliable	31	18.9
Useful than smart phones	36	22.6
Trendy Fashion	45	28.3
Total	160	100

source: from research results

Above table shows that 30.2% respondents are convenient for using smart watches, 18.9% respondents are reliable for using smart watches, 22.6% respondents are Useful than smart phones and 28.3% respondents are using smart watches for trendy fashion.

Table 15: Following table shows the price and quality relation while purchasing smart watches.

Classification of variable	Frequency	Percent
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Strongly Agree	39	24.5
Agree	87	54.7
Neutral	24	15.1
Disagree	8	4.2
Strongly Disagree	2	1.5
Total	160	100

source: from research results

Above table shows that 24.5% respondents are strongly agree for price and quality relation while purchasing smart watches, 54.7% respondents are agree for price and quality relation while purchasing smart watches, 15.1% respondents are Neutral for price and quality relation while purchasing smart watches, 4.2% respondents are disagree about price and quality relation while purchasing smart watches, 1.5% respondents are strongly disagree for price and quality relation while purchasing smart watches.

Table 16: Following table shows the perception of respondents about the security of smart watches.

Classification of variable	Frequency	Percent
Yes	98	61
No	12	7.5
May be	50	31.4
Total	160	100

source: from research results

Above table shows the 61% respondents perception are yes about the security of smart watches, 7.5% respondents perception are no about the security of smart watches, 31.4% respondents perception are May be about the security of smart watches.

Table 17: Following table shows that the perception of respondents about smart phones can replace by smart watches.

Classification of variable	Frequency	Percent
Strongly Agree	42	25.8
Agree	73	45.9
Neutral	37	23.3
Disagree	6	3.6
Strongly Disagree	2	1.4
Total	160	100

source: from research results

Above table shows that 25.8% respondents perception are strongly agree about smart phones can be replace by smart watches, 45.9% respondents perception are agree about smart phones can replace by smart watches, 23.3% respondents perception are neutral about smart phones can be replace by smart watches, 3.6% respondents perception are disagree about smart phones can be replace by smart watches, 1.4% respondents perception are strongly disagree about smart phones can be replace by smart watches.

Table 18: Following table shows that the respondents are recommending smart watches to their friends or not.

Classification of variable	Frequency	Percent
Definitely will	72	44.7
Probably will	70	44
Probably won't	14	8.8
Definitely won't	4	2.5
Total	160	100

source: from research results

Above table shows that 44.7% respondents are recommending definitely smart watch to their friends, 44% respondents recommend probably smart watch to their friends, 8.8% respondents recommend probably won't the smart watch to their friends and 2.5% respondents recommend definitely won't smart watch to their friends.

Findings

Male and female both respondents were studied as a research was conducted on impact of social media on consumer behaviour towards smart watches. 54.7% of respondents are belongs to 18-25 age group and 39% are belongs to 26-35 age group. 44% and 39% of respondents are completed their graduation and post-graduation respectively. 53.5% respondents are students and remaining includes farmers, self-employed, government servants and private job holders. 39.6% of respondents are having their household monthly income is up to 25k. 89.3% respondents are using smart watches. 40.3% respondents are using BoAt brand and 16.4% are using smart watches of brand Noise. 67.9% respondents use their smart watches for the purpose of fitness and health. 45.3% respondents using smart watches on the recommendation of their friends. 66% respondents are looking smart watches for the feature fitness tracking. 42.8% respondents comparing the prices of smart watches. 36.5% respondents are influenced by social media influencers to purchase smart watches. 30.2% respondents are think that the smart watch is convenient to use and 28.3% respondents are using because of trendy fashion. 54.7% respondents think that price/quality relation is important while purchasing smart watches. 61% respondents are agree with the smart watches are secure. 45.9% respondents are thought that smart phones can be replaced by smart watches. 44.7 % respondents are definitely recommend smart watches to others.

Conclusion

The main objective of study was to understand the impact of social media on consumer behaviour towards smart watches, factors influencing the consumer buying behaviour, importance to the price and quality relationship while purchasing smart watches. It is observed that in last few years the awareness of consumer towards smart watches has increased. Some think that the smart watches are very convenient and user friendly technology which has power to replace smart phones. The consumers are enough aware about smart watches and most of the users use smart watches using smart watches on recommendation of friends. The crowd using smart watches is mostly students than working people and self-employed. The consumers of smart watches are mainly influenced by social media influencers. Such study will helpful for the smart watch manufacturing companies, to the society to understand the perception of users towards smart watches and impact of social media on their behaviour.

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