

Buyer Behavioural Impact Of Electronic Word Of Mouth Among Youngsters Towards Smart Watches In Chennai City

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ABSTRACT: Tremendous growth of technology enhanced the consumers to share their opinion on the products and services they consume. The consumers are capable of analyze the information through various sources in the social media network. The social media plays a pivotal role on scattering the information on products and services. The term Electronic Word of Mouth (EWOM) refers to the process of influencing buyer through the social media. The study focuses on the factors influencing buyer behavior and evaluates the impact of electronic word of mouth on purchasing smart watches. Questionnaires were distributed to the respondents through Google form using convenience sampling method. The electronic word of mouth made by anonymous, family and friends on social media network sites have influenced on purchase intention of respondents. The EWOM are shared by unpaid user and they became organic promoter for product and services. The social media users trust the other users review and referral as the information are communicated by prior purchaser. The EWOM influence the people to buy the product and services from the various referrals shared in social media.

Keywords:EWOM, Social Media, Information Technology, Smart Watch

Introduction

In recent days the people focuses on managing their health aspects which phenomenally increased the fitness culture among the youngsters. The smart watches plays a pivotal role in access self monitoring of activities and supports communication with health care providers and family members. The research attitude of buyers prior to purchase has increased due to the technological development. In the ancient days there were practices of word of mouth where the people will spread positive or negative information of the products and services which they consume. In the technological era the consumers has started to share their opinion on the products and services in digital mode through face book, tweeter, feedback of the companies websites and you tube channels as product reviews. This rouses the researcher to undergo a study on the effectiveness of electronic word of mouth among the youngsters on the smartwatches.

Review of Literature

Ramya and Mohamad ali (2016) conducted a study on factors affecting consumer buyer behavior, it is concluded that brands have the opportunity to develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.

Pranab Kumar saha and Md.Monirul (2016) has conducted a study on The Effectiveness of Electronic word of mouth on consumers purchase decision .the paper explores the Question of which factors influencing the effectiveness of electronic word of mouth on Consumers purchase decision, by following a systematic literature review. This literature Analyzed provide an overview of the current status of knowledge in the domain of electronic Word of communication research and tried to find out the factors affecting effectiveness of electronic word of mouth on consumer purchase decision.

Ersa demirbas (2017) conducted a study on Traditional and electronic Word of mouth Communication (ewom). Wom is a consumer dominated and valuable means to present Products and services with non-commercial nature where there sender acts independently from the market.Thischaracteristicmakesthewordofmouthinformationmorereliable,credibleand

trustworthy for the consumers compared to firm-imitated communications, especially in which other opinions are requested for purchasing.

Stephanie Hui-Wen Chuah, Philipp A. Rauschnabel et al., (2016), has conducted a study on Wearable technologies: The role of usefulness and visibility in smart watch adoption. The study reveals that the perception of consumer differs that a set of consumer considers that the smart watches are fashion element and the other set considers it has a technology driven watches.

Reza Rawassizadeh, (2015), has conducted a study on Wearables: Has the Age of Smartwatches Finally Arrived?. It is concluded that the smart watches has found its own market place without replacing any electronic devices.

Objectives of the Study

To analyze the factors influencing buyer behavior on smart watches

To evaluates the impact of electronic word of mouth on purchasing smart watches.

Hypothesis

- H0: There is no significant relationship between gender and review prior to availing product or services.
- H0: There is no significance relationship between education qualification and review prior to availing product or services.

Research Methodology

The study confined of both primary and secondary data, by adopting convenience sampling method questionnaires were distributed to the people through Google forms. The researchers received 132 filled in forms out of two hundred forms. The secondary data were collected from journals, websites and magazines. Frequency distribution, Chi square Analysis.

Data Analysis

Table 1: Demographic factors

Demographic Variables	Categories	Responses	Percentage
Age	Below 18 years	24	18
	19 – 30 years	34	26
	31-42 years	41	31
	Above 42 years	33	25
Gender	Male	97	73

Education Qualification	Female	35	27
	School/ Diploma	47	36
	UG/PG	53	40
	Professional	32	24
Occupation	Government Employee	27	20
	Private Employee	41	31
	Profession	35	27
	Business	29	22
Annual Income	Below Rs.1,00,000	33	25
	Rs.1,00,001- Rs.3,00,000	28	21
	Rs.3,00,001- Rs.5,00,000	47	36
	Above Rs.5,00,000	24	18

Source: Primary Data

The frequency distribution revealed that 31 per cent of the youngsters are in the age group of 31- 42 years. It is found that the male respondents (73 percent) prefer the smart watches than female. 40 per cent of the youngsters are under graduates/ post graduates. 31 per cent of the private employees prefer the smart watches and accumulate information via EWOM from social Medias. 36 per cent of the youngsters annual income ranges from Rs.3,00,001 to Rs. 5,00,000.

Table 2
Factors Influencing Buyer Behaviour

Buyer behavior dimensions	Social Factor	21	16
	Cultural Factor	17	13
	Demographic Factor	33	25
	Psychological Factor	61	46
Purpose of smart watch purchase	Fitness monitor	41	31
	Mini smart Phone	16	12
	Personal Assistant	27	20
	Smart Navigation	18	14
	Fashion	30	23
EWOM usage stage	Prior to Purchase	51	39
	During Purchase	37	28
	Post Purchase	44	33
Source of EWOM	Blogs	23	17
	Facebook	18	14
	Tweeter	29	22

	Instagram	16	12
	You Tube	37	28
	Email	9	7

Source: Primary Data

46 per cent of the respondents are influenced by the psychological factor health and fitness monitor. 31 per cent of the respondents prefer the smart watches for fitness monitors like heart beat rate, activities, step count etc. 39 per cent of the respondents review the EWOM prior to purchase decision stage. Friends and family of social factors influence 25 per cent of the respondents to purchase smart watches through EWOM. 28 per cent of the respondents collect the information from you tube channels.

Table 3

➤ Relationship between gender, education qualification and review prior to availing product or services.

Chi Square	Test Value	DF	Asymp.Sig	Valid Cases
Pearson's Chi Square	0.81	4	0.368	132
	2.05	5	0.726	132

Table 3 indicates the p values .368 is greater than 5% significance level at a degree of freedom 4, therefore the null hypothesis is accepted at 5% level. It can be conducted that there is no significant relationship between gender and review prior to availing product or service.

In terms of education qualification review prior to purchase that the p values .726 is greater than 5% significance level at a degree of freedom 5, therefore the null hypothesis is accepted at 5% level. It can be conducted that there is no significant relationship between education qualification and review prior to availing product or service.

The impact of electronic word of mouth of was collected through the experience sharing in the Google forms, some respondents have shared that the EWOM plays an important role in purchase decision of the product or services. They review both the positive and negative aspects on products and services but the purchase decision entirely depends on the priority of the respondents.

Conclusion

In terms of smart watches the consumers expects/ suggests that updated technology to be adopted such as postures and gestures in the smart watches, long life batteries, voice recognition, two way communication etc. The EWOM are shared by unpaid user and they became organic promoter for product and services. The social media users trust the other users review and referral as the information are communicated by prior purchaser. The opinion of the consumers depends upon their priority of purchase which allows them to express freely and influence the others towards products and services they consume. The consumer not only depends upon one particular source they also refer more and more sources prior topurchase.

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