
**A STUDY ON CUSTOMER'S BEHAVIOURAL INTENTION TO PURCHASE
SMARTWATCH WITH REFERENCE TO PERCEIVED USEFULNESS,
PERCEIVED EASE OF USE AND PERCEIVED RISK**

Ms. Kruti Sanjaykumar Bhatt and Dr. Jitesh Parmar

ABSTRACT

Smart wearable is the one of the fastest growing industries all over the world as per IDC Report 2022. From the same, Smartwatch along with fit bands are some of the fastest accepted commercial wearables. The aim of the study is to observe the model fit of the hypothesized research model. Another aim of the study is to identify the influence of perceived usefulness, perceived ease of use and perceived risk on attitude influencing purchase intention for smartwatch. The study was conducted in Surat, Navsari and Bardoli in South Gujarat region of India. The hypothesized research model was developed based on the model of Technology Acceptance (TAM). Total respondents considered for the study was 300. The data was collected using on probability convenience sampling from the specific cities or town. AMOS was used to analyse data. Structural equation modelling was applied in the study. It was identified that perceived usefulness and perceived risk were having influence on attitude for purchasing the smartwatch while perceived ease of use was not having significant influence on purchase intention for smart watch.

Keywords: Smart watch, Smart wearables, Purchase Intention, Perceived Usefulness, Perceived Ease of Use, Perceived Risk