



**A STUDY ON CUSTOMER PERCEPTION TOWARDS SMART GADGETS IN
CHENNAI CITY**

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ABSTRACT:

The aim of this paper is to analyze the consumer perception towards Smart Gadgets in Chennai city and second, to determine Factors to be considered while buying decision Smart gadgets among college student in South Chennai. This study revealed that maximum Smart gadgets users are female and the majority of the respondents have their family monthly income level above Rs.40000. By applying Factor Analysis, it is determined that the majority of the respondents are influenced by Social influence factor to buy smart gadgets. Survey was limited to Chennai City only, so it cannot be generalizes to all the centers.

Keywords: Smart gadgets- Customer Perception- Buying Decision –Suitability- Social influence.

INTRODUCTION:

Smart gadgets are devices that can associate to the internet, collect and analyze data, and relate with users in a more smart way. Think smart watches, power bank, Blue tooth speaker, wireless charging bank, and fitness trackers, smart home devices like Alexa or Google Home, and even Smart TVs.

Customer perception towards is a mixed carrier. Some people love the accessibility, modernization, and exciting that these gadgets bring, while others are more skeptical about their usefulness, security, and impact on their daily lives,

THE IMPORTANCE OF SMART GADGETS IN THE PRESENT DAY:

Smart gadgets have become important in the present day situation, contribution, suitability, efficiency, fitness benefits, productivity, performing, safety, and economic and environmental benefits .As technology continues to evolve, we can expect smart gadgets to play an even more major role in shaping our lives.

OBJECTIVES OF THE STUDY:

- To Study the Customer Perception towards Smart gadgets in Chennai City.
- To identify the Positive and Negative Perception towards Smart gadgets.
- To find out the most influencing factor to take buying decisions related to Smart Gadgets.
- To Offer Suggestions based on the finding of the study.

SCOPE OF THE STUDY:

Understanding customer perception towards smart gadgets is essential for production and dealers and traders to develop actual strategies, expand products, and develop customer experiences.

Positive perceptions:

- **Convenience:** Smart gadgets make life easier, well-organized, and useful.
- **Innovation:** Customers observe smart gadgets as inventive, cutting –edge technology.
- **Fun:** Smart gadgets can be enjoyable, entertaining and engaging.
- **Improved quality of life:** Smart gadgets can improve daily life, so long as benefits like health observing, energy efficiency, and home safety.

Negative perceptions:

- **Security Concerns:** Customers concern about data confidentiality, safety breaches and hacking.
- **Dependence on Technology:** Some customers feel smart gadgets can lead to addiction, social separation, or decreased human communication.
- **Cost:** Smart gadgets can be luxurious, and customers may query their value.
- **Complexity:** Some customers find smart gadgets hard to use or understand.

REVIEWS OF LITERATURE:

- **Yakubu, D., Emmanuel, I., & Iorpuu, T. (2025). EFFECT OF PRODUCT QUALITY AND CONSUMER REVIEWS ON PURCHASE INTENTION OF ELECTRONIC GADGETS IN NORTH CENTRAL NIGERIA.** *This study examined the effect of product quality and consumer reviews on purchase intention of electronic gadgets in North Central, Nigeria. Furthermore, reviews made by consumers are important in taking purchase decisions although not as much as the product quality. Organizations can therefore encourage customers to provide feedback, be transparent with the management of reviews, and use influencer marketing to increase trust.*
- **Ganesh, K. R., & Nagadeepa, C. (2024). Perceived Value and Affordability: Examining the Interplay in Consumers' Purchase Intention of IoT.** This study is dedicated to exploring the intricate interplay between consumers' intentions to purchase IoT gadgets and the multifaceted factors of apparent value and affordability. The insights gleaned from this research provide valuable contributions to the evolving landscape of consumer behavior in the realm of IoT gadgets, offering implications for manufacturers, marketers, and policymakers striving to address consumers' ever-changing desires and requirements.
- **T.Sai Vijay , Sanjeev Prashav , Chandran Parsad (26 Feb 2024) Influence of shoppers' attitude and satisfaction with smart-gadgets on intention to provide reviews: moderating role of fear of technological advances** This paper explores the moderating role of fear of technological advances (FTA) in the formation of attitude. Besides this, the study examines users' intention to recommend the smart device in online reviews. The research indicates the main effect of hedonic values and innovativeness and the significant moderation effect of FTA on attitude. The findings of this study provide smart gadget marketers with useful suggestions for developing and offering augmented marketing and communication strategies.

LIMITATIONS OF THE STUDY:

- ❖ Out of 130 Samples, only 120 samples have been taken for this study. If this study is conducted to maximum persons, it may give accurate overall usage of smart gadgets.
- ❖ It is done among the college students in South Chennai.
- ❖ Time was major constraint for the study.

RESEARCH METHODOLOGY

- Research design : Description and Analytical
- Sample Design: Purposive Sampling technique used.
- Sample Size :120
- Source of data :
 - Primary data: Well Structured Questionnaires were sent through mails and personal interviews were taken from students.
 - Secondary data : Few data were collected from magazines , websites and journals
 - Tools applied :
 - Percentage analysis
 - Kolmogorov – Smirnov’s test
 - Factors analysis

ANALYSIS AND INTERPRETATION:

TABLE: 1 shows the **DEMOGRAPHIC PROFILE OF SMART GADGETS.**

PARTICULAR	DOMINANT GROUP	PERCENTAGE
GENDER	FEMALE	67%
AGE	21-25	65%
EDUCATIONAL QUALIFICATION	UG	72%
FAMILY MONTHLY INCOME	ABOVE 40,000	45%

SOURCE: QUESTIONNAIRE

INTERPRETATION:

Table 1: shows that demographic details of respondents. respondents have been classified based on gender, age, educational qualification and family monthly income

TABLE 2- SHOWING RANKING FOR FACTORS WHICH ARE CONSIDERED FOR CHOSING THE BRAND

[1- Very Important, 2- Fairly Important, 3- Important, 4- Slightly Important, 5- Not Important At All]

PARTICULARS	1	2	3	4	5	TOTAL	MEAN	RANK
Quality	(98*1)	(9*2) 18	(10*3)	(2*4) 8	(1*5) 5	159	1.32	1

	98		30					
Price	(48*1) 48	(30*2) 60	(33*3) 99	(8*4) 32	(1*5) 5	244	2.03	5
Advertisement	(37*1) 37	(41*2) 82	(20*3) 60	(6*4) 24	(10*5) 50	253	2.10	6
Recommendations of Friends/Family	(47*1) 47	(50*2) 100	(16*3) 48	(5*4) 20	(2*5) 10	225	1.87	4
Brand Image	(46*1) 46	(52*2) 104	(18*3) 54	(2*4) 8	(2*5) 10	222	1.85	3
Service	(19*1) 19	(52*2) 104	(27*3) 81	(18*4) 72	(4*5) 20	296	2.46	7
Appearance	(63*1) 63	(46*2) 92	(9*3) 27	(1*4) 4	(1*5) 5	191	1.59	2

Source: Computed Data

INTERPRETATION:

It can be inferred that first rank given for” quality” and least rank given for “service”

TABLE 3: THE INFLUENCING FACTORS IN BUYING DECISION OF GETTING A SMARTGADGET:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	1173.806
	Df	210
	Sig.	.000

Source: Computed Data

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.740	27.334	27.334	5.740	27.334	27.334	4.797	22.841	22.841

2	2.75 8	13.132	40.466	2.75 8	13.132	40.466	2.15 6	10.268	33.109
3	1.69 6	8.077	48.543	1.69 6	8.077	48.543	2.01 8	9.611	42.720
4	1.43 3	6.826	55.368	1.43 3	6.826	55.368	1.89 4	9.019	51.739
5	1.29 9	6.186	61.554	1.29 9	6.186	61.554	1.87 3	8.919	60.658
6	1.16 5	5.550	67.104	1.16 5	5.550	67.104	1.35 4	6.446	67.104
7	.932	4.440	71.544						
8	.902	4.293	75.837						
9	.786	3.743	79.580						
10	.679	3.235	82.815						
11	.618	2.944	85.760						
12	.487	2.320	88.080						
13	.466	2.217	90.297						
14	.408	1.945	92.242						
15	.384	1.827	94.069						
16	.342	1.628	95.696						
17	.255	1.216	96.912						
18	.238	1.135	98.047						
19	.185	.882	98.929						
20	.143	.680	99.609						
21	.082	.391	100.000						

Source: Computed Data

Factors	Variables	Factor Loading Value
Factor 1 Social Factor Influence	• It is important that friends and mine thought of the same brand of Smart gadgets.	.886
	• Friend’s suggestion/advice will influence Smart gadgets purchase.	.847
	• The choice of Smart gadgets is also influenced by other customer's word-of-mouth (views).	.823
	• Preferred in carrying a Smart gadgets (ipad or phone etc.,) rather than the laptop.	.810
	• Social pressure affects the choice of Smart gadgets.	.622
		.584
		.486

	<ul style="list-style-type: none"> • Smart gadgets helped one to fit in the better social group. • Preference to buy an internationally recognized Smart gadget. • Smart gadgets' internet accessibility is faster. 	.458
Factor 2 Satisfactory Factor	<ul style="list-style-type: none"> • Purchase is based on favorite brand rather than its price. • On the whole, satisfied with the Smart gadgets used. • Having satisfied with the utility, intended to continue the use of the Smart gadgets. • Overall positive aspects outweigh the negative aspects of the Smart gadgets purchased. 	.792 .712 .584 .476
Factor 3 Family Recommendation Factor	<ul style="list-style-type: none"> • Collected information about Smart gadgets from the family members. • Preferences to Smart gadgets are based on the physical characteristics. • Family recommendation influence in the purchase of Smart gadgets. 	.867 .700 .541
Factor 4 Physical Attributes Factor	<ul style="list-style-type: none"> • The big capacity of the memory of the Smart gadgets is better. • A smart gadget has more Applications than basic gadgets. 	.715 .689
Factor 5 Branding Factor	<ul style="list-style-type: none"> • Brand name is a major factor that will influence the decision of buying a Smart gadget. • Purchase of better Smart gadgets than the present one used will be thought of if its utility and advantages are more than the present one. • Choosing a Smart gadget of the brand which has a good reputation. 	.692 .637 .505
Factor 6 Advertising Factor	<ul style="list-style-type: none"> • Advertisement influence in the purchasing of Smart gadgets. 	.855

Source: COMPUTED DATA

INTERPRETATION:

- Social influence factor – Highest value in Factor analysis.
- Advertising Factor – lowest value in factor analysis.

SUGGESTIONS:

Based on the data collected through the respondents certain suggestions are given. They are:

- A smart gadget has to pay more attention towards after sales service to attract more customers.

- Smart gadgets can increase the number of customers by lowering down their prices to economical level.
- Smart gadgets Companies has to concentrate more on Advertisement on their customers while choosing a Brand.
- As the Customer prefers to have (WOM) Word of Mouth for selecting a brand that will improve the Goodwill and services of the service provider.

CONCLUSION:

The results indicate that perceived quality, perceived value and corporate image have high effect on customer satisfaction. This study also describes the factors such as the driving force for achieving customer satisfaction in the Smart gadgets marketplace. This paper identified and concluded that Smart gadget Companies and dealers has to consider the above factors in order to attain high customer gratification, which will lead to customer retention.

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