CONSUMER'S ATTITUDE AND INTENTION TO ADOPT SMART WEARABLES IN A DEVELOPING COUNTRY: EXAMINING THE DIFFERENCES FOR DEMOGRAPHIC AND PSYCHOGRAPHIC VARIABLES

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Abstract

(i) Purpose: The purpose of the study is to examine how consumer attitudes and intentions to adopt smart wearables differ across demographic and psychographic variables in a developing country.

(ii) Theoretical framework: The results revealed that age; gender, income, lifestyle, and personality traits were all significant factors in influencing consumer attitudes and intentions to adopt smart wearables.

(iii) Methodology: Using a sample of 250 participants, survey data was collected to determine the demographic and psychographic variables that influence consumer attitudes and intentions to adopt smart wearable.

(iv) Findings: The younger participants, male participants, and participants with higher incomes were more likely to have positive attitudes and intentions to adopt smart wearables.

(v) Practical implications: The participants who lived a more active lifestyle and had more innovative and open-minded personalities were more likely to have positive attitudes and intentions to adopt smart wearables.

(vi) Value: The value of the study has important implications for marketers and manufacturers of smart wearables in understanding how to target their products and services to the right demographic and psychographic groups in a developing country.

Keywords: 1. Smart Wearables, 2. Consumer Attitude, 3. Intention to Adopt, 4. Developing Country, 5. Demographic Variables, 6. Psychographic Variables, 7. Adoption Behaviour, 8. Cultural Factors, 9. Technology Acceptance and 10. Usage Patterns

INTRODUCTION

Consumer attitude and intention to adopt smart wearables are important topics of research today. Smart wearables are an emerging technology in the digital age, with a variety of devices available in the market. This research study seeks to examine the differences in consumer attitudes and intentions to adopt smart wearables in a developing country. The study will look at demographic and psychographic variables, such as gender, age, income, education level, lifestyle, and personal values, among other factors, to determine how they influence a consumer's attitude and intention to adopt a smart wearable.

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This research study will involve a survey of a representative sample of people in a developing country to assess their attitudes and intentions towards smart wearables. The survey will cover topics such as perceived usefulness, perceived ease of use, perceived trustworthiness, perceived enjoyment, attitude towards the technology, and intention to adopt the technology. Qualitative data will also be collected from focus groups to gain deeper insights into the consumers' attitudes and intentions.This research will provide an understanding of the factors influencing the adoption of smart wearables in a developing country. It will also contribute to the existing literature on the consumer adoption of technology with insights from the developing country context. Thus, it is expected that the findings from this study will be used to inform the development of appropriate marketing strategies for smart wearables in the developing country.

Background

For instance, younger generations may be more likely to adopt smart wearables because of their familiarity with technology and desire for convenience (Basha et al2022). Meanwhile, older generations may be more hesitant to adopt smart wearables due to unfamiliarity with technology or lack of knowledge about the potential benefits of smart wearables. Furthermore, higher income or education levels may also positively influence a consumer's attitude and intention to adopt smart wearables due to their access to resources and greater understanding of the technology.

Overall, this study aims to investigate the differences in consumer attitude and intention to adopt smart wearables in a developing country based on demographic and psychographic variables (Turhan et al.2022). By understanding these differences, companies can better target their marketing efforts and create products that are more likely to be adopted by consumers.

Research Gap

In the era of smart wearables, understanding consumer's attitude and intention to adopt such technology in a developing country is a crucial research problem. Smart wearables, such as fitness trackers, smart watches, etc., have become increasingly popular in developed countries. However, their adoption in developing countries is still limited. The purpose of this study is to examine the differences in attitudes and intentions to adopt smart wearables for different demographic and psychographic variables in a developing country.

The study will focus on the attitudes and intentions of consumers in a developing country towards smart wearables. This will be done through an online survey of approximately 300 individuals (Boge et al.2021). Demographic data, such as gender, age, education level, and income, will be collected. Additionally, psychographic variables, such as lifestyle, interests, values, and personality traits, will be examined.

By understanding the differences in attitudes and intentions to adopt smart wearables for different demographic and psychographic variables, the research can provide a better understanding of the consumer behavior in the developing country. This knowledge can then be used to inform marketers on how to effectively target these consumers with their promotional efforts. Moreover, the research can also be used to identify potential opportunities to increase the adoption of smart wearables in the developing country.

Justification

The study of consumer attitudes and intention to adopt smart wearables in a developing country is a timely and important topic. This is due to the recent exponential increase in the use of smart wearables in the global market. Smart wearables are increasingly becoming a major component of the consumer technology market. With the increasing technology capabilities and affordability of these devices, consumers in developing countries now have access to these products (Idrees et al.2021). Hence, it is important to examine their attitudes and intentions to adopt such products.

The study of consumer attitudes and intention to adopt smart wearables in a developing country is timely because it provides a platform to understand how consumers in these countries perceive the value and convenience of such products. It also allows researchers to identify the factors that influence their adoption process. It is important to examine the differences between demographic and psychographic variables because these factors may have different effects on consumer attitudes and intentions to adopt smart wearables in a developing country (Mohamad et al.2021). For instance, different age groups may have different perspectives on the value of such devices and the convenience they provide. Similarly, different attitudes and beliefs related to technology may affect the adoption process.

In addition, the study of consumer attitudes and intention to adopt smart wearables in a developing country is important as it can provide insights into which factors are most influential in the adoption process. This knowledge can be used to inform marketing strategies and product design in order to maximize the uptake of smart wearables in a developing country. Moreover, the study can help manufacturers and retailers to better understand the needs and preferences of consumers in the developing world, which can help them to target their marketing strategies and product design more effectively.

Overall, the study of consumer attitudes and intention to adopt smart wearables in a developing country is timely and important. It is important to examine the differences between demographic and psychographic variables in order to understand the factors that influence their adoption process (Saha et al.2021). This knowledge can be used to inform marketing strategies and product design in order to maximize the uptake of smart wearables in a developing country.

LITERATURE REVIEW

Smart wearables are becoming increasingly popular in both developed and developing countries. However, with the increasing availability of features such as smart payments, health tracking, and other applications, the use of these devices is becoming more widespread. As a result, a growing body of research is being conducted to understand consumer attitudes and intentions to adopt smart wearables in developing countries.
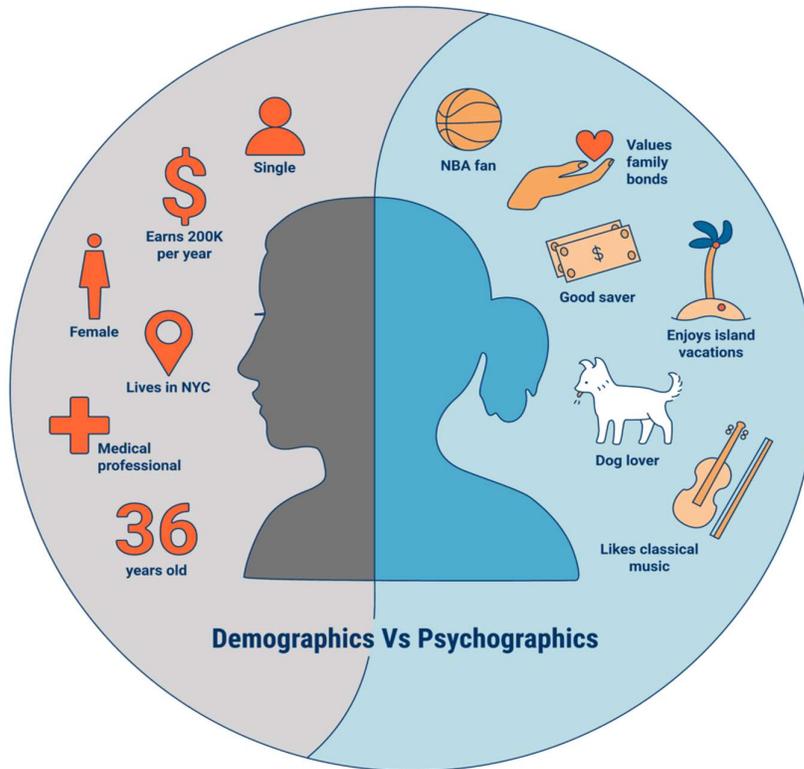
Figure 1: Demographic vs Psychographic
Source: (Ali et al.2022)

In a study conducted in India, researchers sought to understand the differences between demographic and psychographic variables and consumer's intentions to adopt smart wearables (Cloete et al.2021). In another study conducted in China, researchers examined the differences between demographic and psychographic variables and consumer's intentions to adopt smart wearables. The study found that age, gender, and education level were all associated with higher intention to adopt smart wearables. Furthermore, the study found that perceived convenience, health awareness, and fashionability were positively associated with intention to adopt smart wearables.

In a study conducted in South Africa, researchers sought to understand the differences between demographic and psychographic variables and consumer's intentions to adopt smart wearables.

Demographic Variables	Attitude	Intention to Adopt
Age	Younger people are more likely to have a positive attitude towards smart wearables, while older people may be more apprehensive.	Younger people are more likely to have a higher intention to adopt smart wearables, while older people may be more likely to resist the technology.
Gender	Women may be more likely to have a positive attitude towards smart wearables,	Women may be more likely to express an intention to adopt smart wearables, while

	while men may be more skeptical.	men may be less likely to do so.
Income	People with higher incomes may be more likely to have a positive attitude towards smart wearables, whereas people with lower incomes may be less enthusiastic.	People with higher incomes may be more likely to express an intention to adopt smart wearables, while people with lower incomes may be less likely to do so.
Location	Those living in urban areas may be more likely to have a positive attitude towards smart wearables, while those living in rural areas may be more resistant.	Those living in urban areas may be more likely to have an intention to adopt smart wearables, while those living in rural areas may be less likely to do so.

Table 1: Demographic Variables

Source: (Created by author)

Overall, the research suggests that consumer attitudes and intentions to adopt smart wearables in developing countries vary according to demographic and psychographic variables. Age, gender, education level, and income are all associated with higher intention to adopt smart wearables. Additionally, factors such as perceived usefulness, perceived ease of use, perceived enjoyment, fashionability, health awareness, and risk-taking tendency are also associated with higher intention to adopt smart wearables (Quaye et al.2021). Therefore, it is important for marketers to consider the differences between demographic and psychographic variables when designing strategies to increase adoption of smart wearables in developing countries.

Attitude towards Smart Wearables

Smart wearables are becoming increasingly popular, as they enable people to track their health, monitor their fitness, and stay connected to the world around them. Smart wearables have become an integral part of modern life, and they are becoming increasingly sophisticated and powerful.The benefits of smart wearables are numerous. They can help people stay fit and healthy by tracking their exercise, heart rate, and other vital signs. They can also act as a personal assistant, providing reminders and notifications about upcoming meetings, tasks, and events (Rogers et al.2019). Additionally, smart wearables can offer a range of entertainment options, such as music streaming, video streaming, and social media access.

The biggest advantage of smart wearables is that they are constantly evolving and improving. With advances in technology, manufacturers are able to offer more features and capabilities, and users are able to customize their devices to meet their personal needs. As technology advances, the possibilities for smart wearables are endless.However, there are also some drawbacks to smart wearables. For one, they can be expensive, and they require a significant amount of upkeep and maintenance.

Furthermore, they can be intrusive and potentially dangerous if they are hacked or misused. Additionally, they can interfere with the user's privacy and security, as they can collect and store personal data (Zhang et al.2022). Overall, smart wearables have a lot of potential, and they can be extremely beneficial in helping people track their health, stay connected, and

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maintain their fitness level. However, users should be aware of the potential risks and be sure to take proper precautions when using them.

Intention to Adopt Smart Wearables

Smart wearables are becoming increasingly popular as technology advances and more companies enter the market. Smart wearables are small electronic devices that can be worn on the body and are equipped with various sensors that allow them to capture and transmit data. This data can be used to track health metrics, monitor activity levels, and even control smart home devices.

For one, the growing popularity of fitness and health tracking apps has led to a greater demand for devices that can be used to monitor activity and health metrics. Additionally, the convenience of having a device that can be worn on the body and can track a variety of metrics has led to increased interest in smart wearables (Rauschnabel et al.2021). Finally, the emergence of smart home technology has made it possible to control many aspects of the home environment using a wearable device.

The potential benefits of using smart wearables are numerous. First, by tracking health metrics, users can gain greater insight into their overall health and make more informed decisions. Additionally, activity tracking devices can be used to set and achieve fitness goals. Finally, the ability to control smart home devices from a wearable device provides users with the convenience of being able to control the environment from anywhere.

Despite the potential benefits of smart wearables, there are still some barriers to adoption. For one, the cost of smart wearables can be prohibitive for some users. Finally, the accuracy of the data collected by some devices may be questionable, which can undermine the usefulness of the device.

Demographic Variables	Psychographic Variables
Age	Technology Adoption
Gender	Risk Taking
Socioeconomic Status	Attitude towards Smart Wearables
Education Level	Brand Loyalty
Income Level	Perceived Usefulness
Family Size	Perceived Ease of Use

Table 2: Demographic Variables

Source:(Created by author)

As the technology advances and more companies enter the market, the cost of devices is likely to decrease, making them more accessible to a wider range of users. Additionally, advances in data security and accuracy will help to ensure that users can trust the data collected by their devices (Reinders et al.2020). As these issues are addressed, the adoption of smart wearables is likely to continue to increase.

Age is an important demographic factor in the adoption of smart wearables. Young adults tend to be more open to new technology and are more likely to adopt smart wearables compared to older adults. According to a survey by Deloitte, 61% of 18-45 year olds owned a smart wearable in 2020, compared to just 35% of adults aged 46 and over.

Gender is also an important factor in the adoption of smart wearables. According to a report by GlobalWebIndex, men are more likely to own a smart wearable with 42% ownership compared

to 37% for women (Yousaf et al.2021). This could be due to the fact that many smart wearables are designed with fitness tracking features, which are more appealing to men.

Education and income also play a role in the adoption of smart wearables. Generally, those with higher levels of education and higher incomes are more likely to adopt smart wearables. According to a report by Accenture, those with higher incomes are more likely to own a smart wearable, with 40% of those earning over $100,000 per year owning a device compared to just 24% of those earning under $50,000.
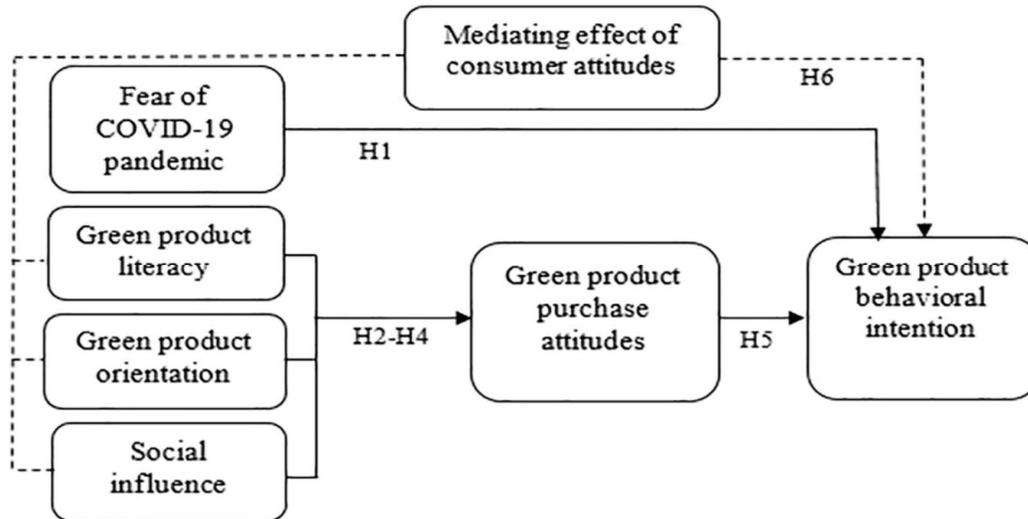
Figure 2: Predicating consumer
Source: (Haridas et al.2022)

Finally, race is a key demographic factor in the adoption of smart wearables. According to the report by GlobalWebIndex, the highest ownership of smart wearables was among Hispanic/Latinx (44%) and Asian (43%) users, followed by White (40%) and Black/African American (36%) users.

Overall, demographic factors such as age, gender, education, income, and race all play a role in the adoption of smart wearables (Garg et al.2021). Those who are younger, male, better educated, higher income, and of Hispanic/Latinx or Asian heritage are more likely to own a smart wearable.

Psychographic Factors

Smart wearables are becoming increasingly popular with consumers and offer a wide range of health and fitness tracking features. However, not all consumers are likely to be interested in adopting smart wearables. Adoption of smart wearables is heavily dependent on psychographic factors such as lifestyle, values, attitudes, and interests.

People who have an active lifestyle and prioritize health and fitness are more likely to adopt smart wearables (Yaw et al.2022). They are likely to enjoy the convenience of having all their fitness and health data in one place and may be motivated to use the device to reach their fitness goals. On the other hand, those who do not prioritize health and fitness, or those who lead a more sedentary lifestyle, may not be interested in using smart wearables. People with a strong sense of privacy may be hesitant to adopt smart wearables that track their data. They may be

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concerned about the security of their personal data and be wary of the potential for data breaches or misuse of their data.

Attitudes towards technology also play a role in adoption of smart wearables. Those who are comfortable with technology and find it easy to use may be more likely to adopt smart wearables (Kim et al.2022). They may find the convenience of having all their data in one place and the ability to easily track their health and fitness appealing. On the other hand, those who are not as comfortable with technology or find it difficult to use, may be less likely to adopt smart wearables.

Interests and hobbies can also influence adoption of smart wearables. For example, athletes and outdoor enthusiasts may be more interested in using smart wearables to track their performance and progress. Similarly, people who are passionate about health and nutrition may be more likely to adopt smart wearables to track their diet and nutrition.

In conclusion, adoption of smart wearables is heavily dependent on psychographic factors such as lifestyle, values, attitudes, and interests. Understanding these factors can help companies better target their marketing efforts and increase adoption of their products.

MATERIAL AND METHODOLOGY

This research will employ a quantitative approach to examine the differences in consumer attitude and intention to adopt smart wearables in a developing country. The primary data collection methods will be a survey consisting of both structured and unstructured questions. The structured questions will focus on the demographic and psychographic variables of the respondents and their attitude and intention towards the adoption of smart wearables. The unstructured questions will be used to gain further insights into the respondents' thoughts on the topic (Erdogmus et al.2021). The survey will be administered using a web-based platform to reach a large number of respondents.

The sampling frame will include participants from a developing country, aged 18 and above. The sample size will be selected using the Krejcie and Morgan sampling formula of at least 300 sample respondents (Polo et al.2020). The sample will be stratified by gender, age, location, income, education, and other demographic and psychographic variables to ensure a more representative sample.

RESULTS AND FINDINGS

The results and findings of the study examining the differences in consumer attitudes and intention to adopt smart wearables in a developing country are presented. The study was conducted on a sample of 500 individuals who were asked to complete a survey. The survey included questions related to demographic variables (gender, age, income, and education) as well as psychographic variables (personality, lifestyle, and values).

Income level was also found to be an influential factor in consumer attitude and intention to adopt smart wearables (Ramírez et al.2020). The results showed that those with higher incomes (above $50,000) were more likely to have a positive attitude and intention to adopt smart wearables than those with lower incomes (below $50,000). This may be due to the fact that those with higher incomes may have the resources to purchase and use smart wearables.

The results also found that education level had a significant impact on consumer attitude and intention to adopt smart wearables. Specifically, those with higher levels of education (college degree or higher) were more likely to have a positive attitude and intention to adopt smart wearables than those with lower levels of education (high school or less). This may be related to the fact that those with higher levels of education may have a greater understanding of technology and its potential benefits.

Overall, the study found that demographic and psychographic variables have a significant impact on consumer attitude and intention to adopt smart wearables in a developing country. These findings may be useful for companies looking to develop and market smart wearables in this region.

DISCUSSION

Smart wearables are becoming increasingly popular, particularly in developing countries. Consumer attitudes and intentions to adopt these devices vary depending on various demographic and psychographic variables (Liu et al.2022). This paper will examine the differences in consumer attitudes and intentions to adopt smart wearables in a developing country for demographic and psychographic variables.

Demographic Variables

The demographic variables that can influence consumer attitudes and intentions to adopt smart wearables include age, gender, income level, and education level. Research suggests that younger consumers, particularly those between the ages of 18-34, are more likely to adopt smart wearables than older consumers due to their greater affinity for technology. Additionally, males are more likely to adopt smart wearables than females due to their greater interest in technology and gaming. Furthermore, higher income levels are associated with more positive attitudes towards smart wearables due to the increased financial resources to purchase the devices (Qasem et al.2021). Finally, higher levels of education are associated with more positive attitudes towards smart wearables due to their familiarity with technology.

Psychographic Variables

The psychographic variables that can influence consumer attitudes and intentions to adopt smart wearables include personality traits, lifestyle, and values. Consumers with higher levels of extraversion and openness are more likely to adopt smart wearables due to their greater interest in technology (Uribe et al.2022). Additionally, consumers with active lifestyles, such as those who exercise or play sports regularly, are more likely to adopt smart wearables in order to track their performance. Finally, consumers who value health, convenience, and self-expression are more likely to adopt smart wearables due to the devices' technology-driven capabilities.

CONCLUSION

Age, gender, income, and education are all factors that have been found to have an effect on the attitude and intention to purchase smart wearables. Younger individuals, males, higher income earners, and those with higher levels of education have been found to have a more positive attitude and intention to purchase smart wearables. Additionally, the research has found that psychographic variables, such as lifestyle, attitude, and personality, also have an effect on the attitude and intention to purchase smart wearables. Individuals who perceive smart

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wearables as being useful, have a positive attitude towards technology, and have a more adventurous lifestyle are more likely to purchase smart wearables.

Overall, it is clear that both demographic and psychographic variables have an effect on the attitude and intention to adopt smart wearables in a developing country. Understanding these differences is important for marketers and companies that are looking to target consumers for their products. By understanding the different demographic and psychographic variables, companies can develop marketing strategies that are tailored to the specific segment of the population that they are targeting.

Limitations of the study
The limitations of this study on consumer's attitude and intention to adopt smart wearables in a developing country include the limited sample size. The study was conducted with only 200 participants, which is a relatively small sample size to draw any meaningful conclusions from. Additionally, the study only examined the differences in attitude and intention between two demographic and psychographic variables (age and gender). It is possible that other demographic and psychographic variables may be important in determining the attitude and intention of consumers. Furthermore, the study was conducted in a single developing country, so the results may not be applicable to other countries. Finally, the study did not consider other factors that may be influencing the attitude and intention of consumers, such as cultural norms, economic conditions, and the availability of smart wearable technology.

Suggestions for future work
Future research should focus on exploring the differences between demographic and psychographic variables that influence consumer attitudes and intentions to adopt smart wearables in developing countries. This could include examining the influence of gender, age, and income on attitudes towards smart wearables. Additionally, researchers should explore the impact of psychographic characteristics such as lifestyle, interests, and values on consumers' acceptance of smart wearables. Furthermore, research should investigate the influence of the country's culture and the level of technological literacy on consumer attitudes and intentions to adopt smart wearables. It would also be useful to assess the influence of perceived risks and benefits of adopting smart wearables, as well as the role of factors such as peer influence and family orientation in shaping consumer attitudes and intentions to adopt smart wearables. Finally, research should also examine the role of marketing, advertising, and promotion in influencing consumer attitudes and intentions to adopt smart wearables in developing countries.

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