

A Study on the impact of Digital Marketing on the Consumer Buying behavior of the Smart Wearables in Delhi and National Capital Region

Research Proposal

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Abstract

Digital marketing in today's context is one of the most effective way of communication and widely used by the marketers to sell the goods and the services. The influence of the digital marketing in healthcare segment is increasing not only in driving awareness but adoption too. SmartWearable's is a category of healthcare which is gradually exhibiting an increasing adoption trend in the health cautious segments of our society. The consumers who are health and fitness observant purchase these wearable's through various channels: **Traditional and Digital**. The purpose of this study is to analyze the **Impact of Digital Marketing on the Consumer Buying behavior of the Smart Wearable's in Delhi and National Capital Region**. This research concentrates on proposing a research model to understand whether there is a correlation between digital marketing and purchase of Smart Wearable's or there are other factors which are playing the role of key influencers in this segment. The main criteria for formulating the digital marketing strategy in healthcare are defining the **objectives, segmentation, channel selection, relevant content and driving engagement**. The key identified factors influencing the purchase via digital channels are **perceived ease of use, trust, comparison, engagement and discounts**. Other than these there are other key influencers like **demographics, income, influence from medical practitioners, fitness experts, peer** etc. which influence the consumer buying behavior.

The conclusion of this research will enable to formulate a consumer buying behavior model for the Smart Healthcare segment and conclusive evidence about the impact of digital marketing on consumers in smart wearable's segment.

Introduction

Digital Marketing

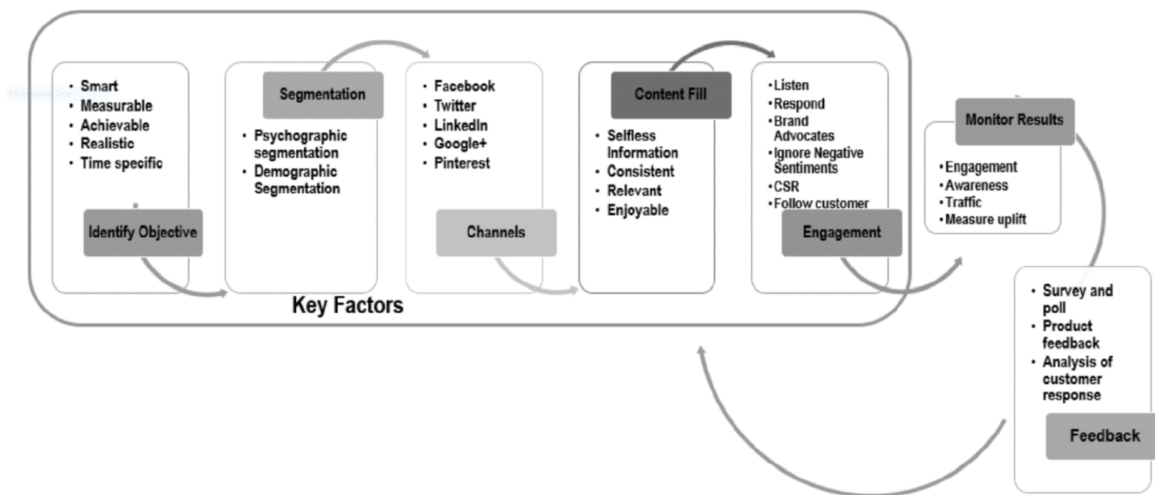
The Internet is not just another sales channel. It is not just a means of advertising. It is a tool that fundamentally changes the way a company does business, takes orders from its customers and gives them value” (Kotler et al., 2009). The Internet is revolutionizing the new method of doing business, and digital marketing strategy is essential to achieve growth and gain competitive advantage. Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. When we talk about digital channels, what comes to intellect are Facebook, Twitter, Instagram and similar social networks that are used online and virtual platforms like web sites, micro blogs and search engines. With the advent of new communication to customers with digital channels, already available communication tools are now fetching to be called as “traditional communication tools”.

Traditional Marketing vs. Digital marketing

Traditional Marketing	Digital marketing
Communication is unidirectional. Means, a business communicates about its products or services with a group of people	Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.
Medium of communication is generally phone calls, letters, and Emails.	Medium of communication is mostly through social media websites, chat, and Email.
Campaigning takes more time for designing, preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service	The content is available for general public. It is then made to reach the specific audience by employing search engine techniques.
It is conventional way of marketing; best for reaching local audience	It is best for reaching global audience.
It is difficult to measure the effectiveness of a campaign	It is easier to measure the effectiveness of a campaign through analytics.

Digital Marketing Strategy

Marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Digital marketing strategy is the way in which we engage customers through social media to create awareness and generate leads. The procedure consists of multiple key parameters that need to consider at the time of strategy formulation. The good building blocks will ensure an efficient chain of identifying objectives to monitoring lead conversion. They key parameters are engagement and response to the right the customer.



Objectives

Objective setting is the first and foremost point to start digital marketing strategy. These objectives define what wearable device companies want to accomplish through social media marketing activities. The selection of parameters is significant to ensure that objectives are; specific, measurable, achievable, and realistic and time specific.

Specific – Objective must be precise and aim for better understanding of Achievement. Latest preference in wearable healthcare devices and smart watches that maximizes revenue.

Measurable – Objective can be tangible or intangible in nature. The organization must clear about qualitative and quantitative nature of goals. The level of success must be defined to measure the success of using social media.

Achievable – Objectives must be reasonable regarding achievement. The goal must be aligned with the mission and vision of the organization. The short term achievable target may help to active the long-term goal.

Realistic – Realistic target depends on the support system to create the wave in social media. The organization should have enough resource and time to achieve the objective. Sometimes conversion rate depends on the brand awareness and penetration in the market.

Time specific – Objects should be time-bound, and measurable. Growth forecasts for the wearable device should have a timeline. The different period can be set for creating awareness and conversion to final lead. Regular progress update on a periodic basis can help to track the level of success

Segmentation

Kotler et al. (2005, p. 391) defines segmentation as “dividing a market into distinct groups of buyers with different needs, characteristics or behavior, who might require separate products or marketing mixes”. The purpose of market segmentation is to concentrate marketing resources on one or several market segments to gain competitive advantage (**Thomas, 1980**). Social media is all about sharing information in the communities having a mutual interest. The taste, behavior, and psychology of consumers are different, and a company targeting all users is often not very effective in its communication because all customers are different.

Points to consider for segmentation

- Demographic segmentation that focuses on the characteristics of the customer. For example, age, gender, income bracket, education, job, and cultural background.
- Purchase preference profoundly influenced by Lifestyle, such as social class, healthy lifestyle, adventurous personality, opinions towards new gadgets, and attitudes to control food diet.
- Consumer behavior plays a significant role to opt for the wearable device like fitness Behavior, online health tips subscriber and health equipment preference and also based on prior purchases.
- A geographical location such as country and continents also plays the major role. The choice of exercise also depends on country and area.

Digital Channel Selection

The traditional way of channel selection depends on the product and services which can be achieved by direct or indirect channels. The reach out results can be quantified but it's not possible to control the social media marketing channels as controlling is not feasible. The campaign or promotion can be viral and spread out to the larger audience than expected or vice versa.

Channels

<i>Channel</i>	<i>Advantage</i>
Facebook	It is a versatile tool to campaign and amplifying information. It helps to build collaborative audiences and encourage them to participate in product campaign. It is easy to segregate customer based on demographic information and to engage them in the product review.
Twitter	Twitter is always helpful for a new business to generate fast brand awareness. It is an entirely one-sided relationship, and user shares information on a global scale in real time. This is the quickest way to encourage discussion on real-time platform faster and more efficiently than the traditional advertisement.
LinkedIn	LinkedIn has the significant impact to reach out to professionals and generation of Business-to-Business (B2B) leads and targeted customers.
Google+	This social network medium is a good platform for reaching out to early adopters of new user as well as general social media user. The presence of business and engagement on this platform is a major factor for SEO management. Engaging customers also tends to draw more involvement of reader who reads it. This can be anything from criticism of product to sharing of ideas. An interesting aspect of this platform is that its Hangouts feature enables companies to engage with brand advocates, prospect customers, and existing customer as well.
Pinterest	Pinterest is the best way to promote brand or product if the focus is on the visual advertisement. The user can create visually appealing boards by sticking and gathering the content they find. Pinterest users are predominantly female and have a significant impact on the branding of product for the woman.

Content

Content plays a vital role in social media marketing and it's necessary to have a well-defined strategy to support the product vision. Customer segmentation and qualification is not everything to market the product or to increase the brand visibility. The better content creates a positive influence in reader's mind. Relevant content creates an advertisement and promotional activities more prominent in the noise of irrelevant advertisement. Content is the art of communication with the audience without directly selling products or solutions. The fundamental pillars of effective content marketing are to provide relevant, selfless, consistent and honest information to users.

Engagement

Social media emerged as a business phenomenon from personal engagement. There are millions of interactions from new prospect and existing customers about the product and services. It has become the client contact center for all types queries and services. Solved health related queries create enormous opportunity to drive greater business value for an enterprise. It also helps to understand the position of product and their services in the market. Benefits of engagement with customers through social media.

1. Create brand advocates to create ripple in community
2. Create awareness of new wearable product or industry
3. Manage brand reputation
4. Opportunity to create more leads
5. Resolve customer issues / concerns to gain brand loyalty
6. Understand the threats or issues with current product/solution provided by organization
7. Help customers to become more social and active in the network
8. Cost Optimization Social media emerged as a platform to communicate with customers.

Monitor Results

The results can be monitored in two different ways i.e. ongoing analytics and campaign specific measurement. Ongoing analytics is the regular measurement to understand the health status of existing strategy. There is no remarkable evidence of measurement of social media marketing campaigns through social media channels but there are different frameworks to measure the first layer of the social network.

Key factors to consider for measurement of social media exposure

First layer traffic-The strategy must focus to touch the first layer of customers with the right message. The strategy must include the number of visits, views, fans, followers and subscribers.

Goal Metrics- Every campaign must have a goal to measure and objective to give direction.

Measuring awareness can be achieved by focusing on reach, exposure, and volume metrics. This helps to understand the spreading of message across the network layers.

Measuring engagement can be achieved by focusing on retweets, comments, and participants in engagement.

Measuring clicks, shares and conversions are useful metrics to understand the traffic to the website.

Introduction to Smart Healthcare in India

The Healthcare Industry has witnessed to become one of India's largest sectors - both in terms of revenue with an expected growth of USD 280 billion in size by 2020 and employment with a doubled workforce of 7.4 million by 2022 [1]. Factors contributing to boost healthcare services demand in the near future are increasing income levels, ageing population, growing health awareness and changing perception towards preventive healthcare. Indian healthcare delivery system majorly constitutes - public and private delivery channels. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in major cities and focuses on providing basic healthcare facilities in the form of primary healthcare center's (PHCs) in rural areas. Though, the Healthcare system in India boasts of its highly skilled medical professionals and its cost competitive attitude, what needs to be achieved is a progress towards Smart Healthcare.

Smart Healthcare

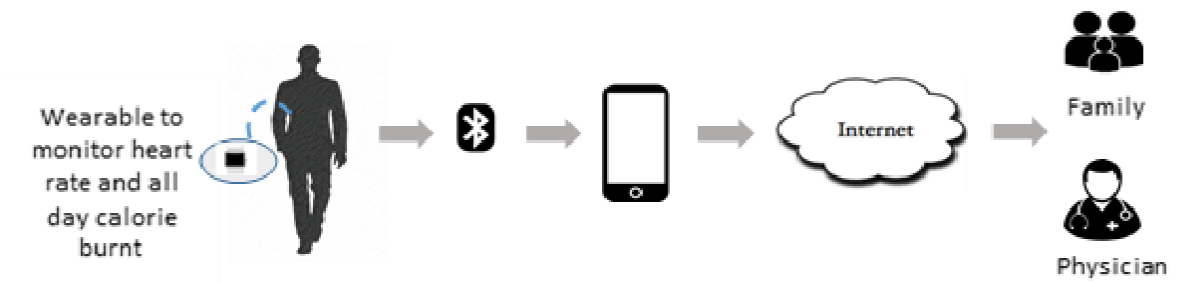
Smart Healthcare comprises of smart systems in the healthcare and fitness domain that interact with their environment through internet to cater to the complex situations. The infrastructure support for such a system is an integration of many smart systems accessible to end users. Smart Healthcare to an individual means reduced medical errors, accurate tests, limited doctor visits and overall more holistic care, resulting in reduced healthcare costs and time. For healthcare professionals, it means information at their fingertips to assist them better diagnose patients.

Wearables

Wearables are compact and smart electronic devices that can be incorporated by a person in various forms.

Forms	Example
Ingestible - located within the body	Smart Pills
Mounted - attached to the body	Smart Watch, Smart Clothing
Intimate - worn such that it is indistinguishable	Contact Lens (in progress)

The architecture of a wearable device mainly comprises of – a sensor, user interface and an internet network. Connectivity on the device is enabled through Bluetooth, internet or mobile networks, depending on the end application. These devices collect, process and transmit data in real-time. The information gathered through wearable devices can be used to generate actionable insights by the Physician or can be accessed by the Family for monitoring purposes. Some of the popular wearable devices in Healthcare are Smart Watch, Fitness Band, and Smart Clothing to name a few.



Wearable Device Architecture

Wearable market in India

Indian wearable devices market is rapidly gaining momentum as it provides a convenient health tracking mechanism to the users. The year 2016 witnessed the Indian wearable market shipment of around 2.5 million units. However, the total wearable shipment in Q4 2016 totaled 0.675 million units which included both smart wearable's as well as basic wearables.

Wearable have become immensely popular in the past one year with more players expected to launch products in coming years. Investments are being made for the continuous development of products to provide better value to users and the market is expected to evolve on all parameters such as price, product features and target segments. However, the leading player in the wearable devices market for Q4 2016 happens to be a Health startup firm GOQii with a 15.5% market share in terms of shipments, closely followed by Xiaomi with a 13.2% market share, while Fitbit accounted for 7.9% market share during the same quarter. The access to a personal trainer has been the unique selling point of the GOQii.

Brief Overview of Wearable's available in India

The Indian market is predominantly a basic wearable market with fitness trackers and cheaper smart watches. Though brands like Samsung and Apple do offer premium smart watches to the customers who are willing to shell out a hefty sum.

A. Smart watches -A smart watch, can usually perform multiple functions similar to a smartphone. Once connected to a smartphone it displays notifications, alerts, and messages, allows browsing the internet, playing music and media and much more. In addition to these health and fitness can also be tracked by knowing the calories burned, steps taken, heart rate and sleep monitoring to name a few.

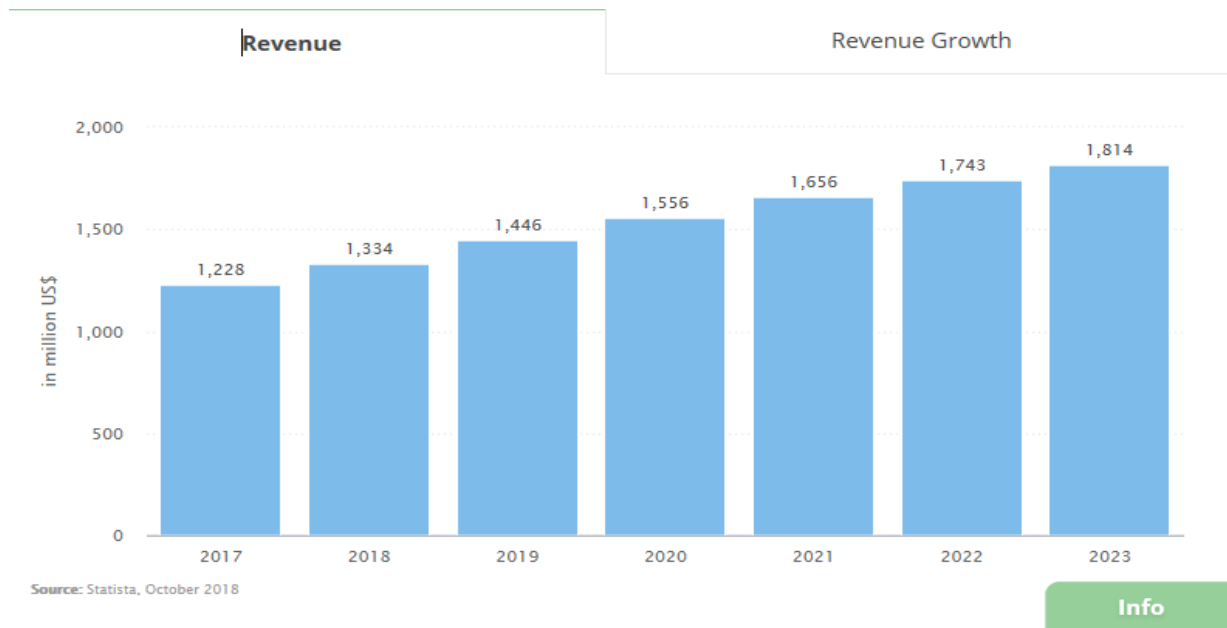
B. Fitness bands-The core objective of these bands is tracking your health statistics. The daily activity in terms of steps and calories burned through movement can be measured. Goals can be created to track how active one wants to be and they will provide a rough guide as to how successful one has been.

Even though the worldwide wearable's market is expected to nearly double by 2021 and India's consumers bought another 2.7 million units last year. Fitbit is aiming to capture a greater share of the wearable's category in India. And it intends to do this by providing consumers there with an expanded lineup of fitness trackers and smart watches.

In particular, Fitbit sees a great deal of untapped potential for smart watches that take advantage of its relative strengths in health and fitness tracking even though that category still has yet to gain much traction among India's consumers. Market research firm IDC said sales of smart watches still only made up about 10% of the total market for wearable devices last year. IDC classifies smart wearable's as those that can run third-party apps, like Apple Watch and Fitbit Versa, versus basic wearable's which cannot run the same apps, such as Xiaomi's Mi Band and Fitbit Alta.

The Indian Market

In India, basic wearable's account for over 85 percent of the total number of shipments. "In addition to the low entry price of basic wearable's, consumers are now getting better value from these devices as the category now offers advanced features," said Celso Gomes, associate market analyst - client devices, IDC India. "Features such as heart rate, sleep monitor and among others are soon becoming the must-have features in basic wearable's, even in entry-level (less than \$50) segments."



Glimpses of wearable's available around the world

The market for wearable's is not just limited to smart watches and fitness bands rather it offers a pool of options to cater to the healthcare needs of the patient or the healthcare organizations.

The below mentioned wearable's provides an un-exhaustive glimpse of the wearable's available globally.

A. Smart Clothing- This concept began in 2015 and is yet to be a mainstream activity. However, companies are innovating with this unique concept of connected garments or technology embedded into their fabric. Offering much more than strapping gadgets to the wrists, faces, ears and feet, smart clothing can constantly track our heart rate, monitor our emotions, temperature, respiratory rate and blood oxygen saturation. Popular examples in this category are Smart Socks, Smart Sleeve, Smart Baby Hat and Smart Shirt among others.

B. Smart Pill- This concept is currently focused on two primary functions: wireless patient monitoring and diagnostic imaging. The system mainly comprises of a smartphone, a sensor patch and a pill. The sensor is coated with metals magnesium and copper and then encapsulated in the pill.

C. Back Therapy Wearable- This is designed for people facing lower back health issues. It consists of a small device that can be attached to the person's back.

D. Knee Brace Wearable- This is one of the new healthcare wearable's in the knee brace category. It is embedded with the market required sensors that allow for smart keeping of information. It is Bluetooth compatible that can be accessed through an optional companion app supported on an iOS.

E. Health Track Wearable-This is a new technology for healthcare professionals to be able to keep tabs on the key information of their patients. This technology consists of a biosensor that is reusable and it is embedded in a patch that can be disposed of. Heart rate, breathing, temperature, steps taken, and body position in case if a person has fallen can be detected.

F. Glucose Monitoring Wearable-A new state of the art glucose monitoring system for people suffering from diabetes. It is a sensor which reads glucose information from the sensor that is placed on the back of the upper arm for 14 days. It thus eliminates the need for the finger prick system used for glucose testing.

Steps ahead for India

The huge growth in the number of smartphone subscribers offers great scope for these wearables. Wearable's, though a unique device of its own have limited processing ability however when coupled with a smartphone they tend to offer greater functionality. Being connected to smartphones allows the collected health stats to be synced with the phone which can further be analyzed to provide health insights.

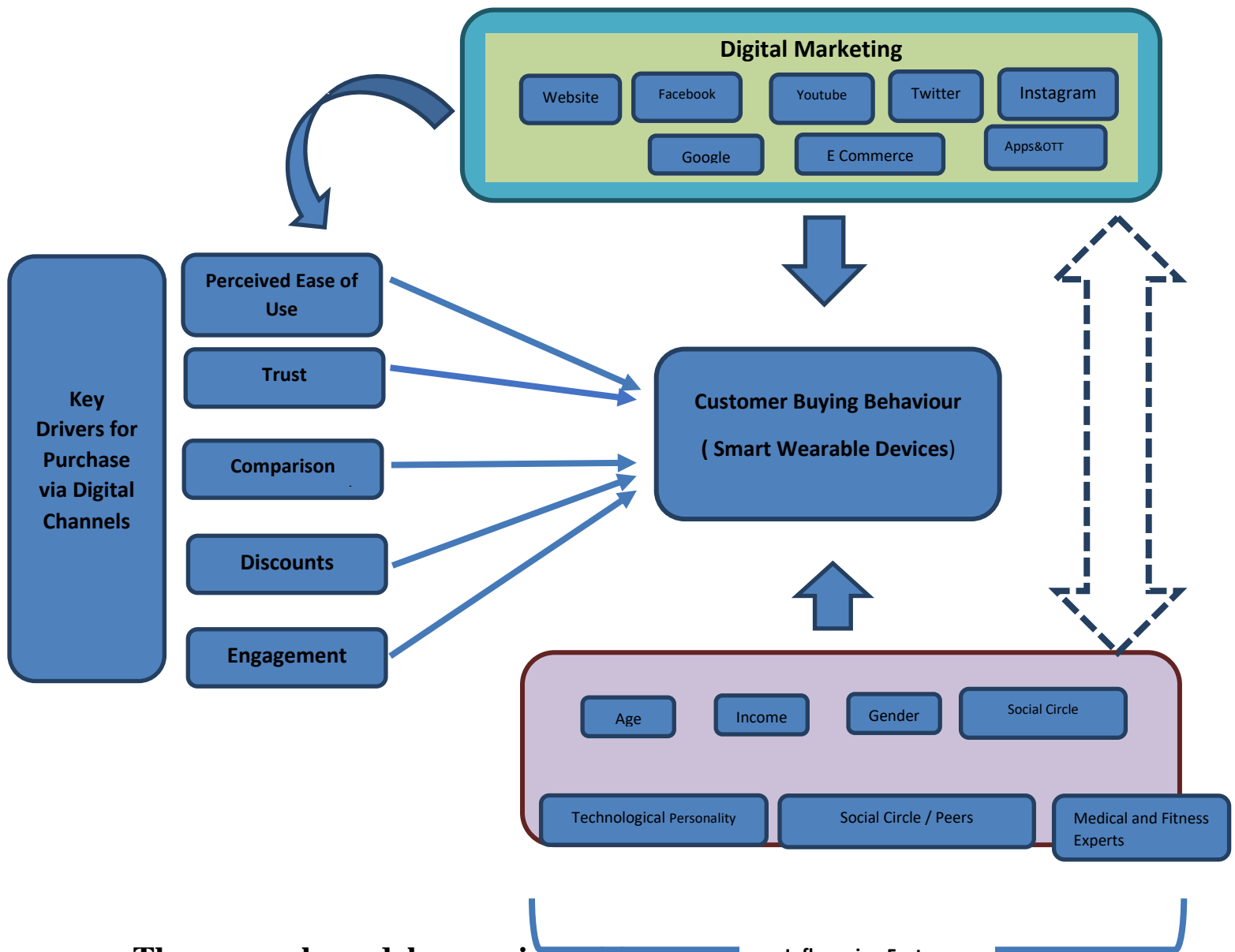
National Health Policy-2017- One of the aims of this policy is prevention of diseases and promotion of good health through cross sectoral action and access to technologies to provide universal access to healthcare. Since India is majorly impacted by diabetes, cardio vascular and respiratory diseases, the Government can initiate to focus on wearable's that can allow prevention of these diseases and help patients to lower the cost of treatment via self-monitoring.

Research Process

Rationale of the study

The proposed research model for studying the impact of digital marketing and other factors on consumer purchase behavior of Smart healthcare wearable devices smart consists of various criteria's which influences purchase for smart wearable's and how digital medium and marketing is influencing the purchase behavior. The composite research has not been researched in the recent past and should be able to given insights on role of Digital Marketing and other factors in Smart Wearable's segments

Research Model



The research model comprises of four elements

Influencing Factors

1. Customer with a potential to own a Smart Wearable devices
2. Digital Marketing and platforms associated with it mainly comprising but not limited to Facebook, You Tube, Instagram, Twitter, Google, OTT apps etc.
3. The primary key drivers for purchase via digital marketing have been classified into five broad categories:
 - Demonstration on digital channels leading to perceived ease of use

- Builds up trust leading to a purchase
 - It enables easy and fast comparison between the available brands specifically on price and features
 - Digital Marketing has been key engagement driver both at the pre-purchase and post purchase stages. These channels in the recent past have evolved as a medium to minimize customer dissonance
 - Evolution of the ecommerce eco system in India has led to an era of discounts across the segments, and digital medium has played an important pivotal role in communication and acquisition of the customers specifically in the segments which are digitally evolved
4. Influencing factors specifically impacting the purchase for smart wearable's other than direct digital marketing
 5. Beside this the model also explores the if there is any impact of digital marketing on these influencing factors as well

Objectives of Study

1. To study the awareness of Smart Wearable's amongst Delhi consumers.
2. Identify the key perceptions about smart wearable's in the market of study
3. To analyze the influence of digital marketing in purchase decision for Smart wearable's with specific focus on all digital platforms
4. To analyze the impact of other influencing factors in purchase decision

Review of Literature

P.Sathya (April 2015) A Study on Digital Marketing and its Impact -The article attempts to define the digital marketing and illustrates the difference between Digital Marketing and Traditional Media

Fahim Iftikhar Imran Khan (2017) This research identified the impact of Email marketing, Mobile marketing and retargeting on consumer buying behavior in an online setup.

Voramontri, D. and Klieb (July2018) In this paper a study is made of the decision process of consumers for complex purchases, with a special emphasis on how this process is influenced by possible use of social media.

Anjali (June 2017) The study reveals that the educated people are more aware of digital media and they prefer digital channels to buy different products. Through analysis, it is found that monthly income of people plays an important role in order to buy different kinds of products through digital channel.

José Ramón Saura and Luis Manuel Cerdá Suárez (November 2017) This paper intends to exhibit out an investigation to determine the key indicators to which companies should pay attention in order to measure their digital marketing actions.

SHREYAS JOSHI and NAMITA PORWAL (August 2017) This research paper basically talks about the wearables and the technology associated with it and the critical factors influencing the consumer behavior .

Mrs. K.R. Mahalaxmi and P. Ranjith (March 2016) The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision.

Charles Gibson, M.B.A (February 2017) The rise in popularity of organizations integrating technology into their marketing strategy, directs attention to the need for an in-depth review of digital marketing strategies. The present study provided individuals, companies, organizations, businesses and researchers, with digital marketing strategies to increase visibility to their target market.

Sakshi Mobar (July 2017) Wearables the Next Big Thing in Smart Healthcare India is expected to rank amongst the top three healthcare markets in the world in terms of incremental growth by 2020, contributing 2.5 per cent of GDP in the 12th Five Year Plan. This paper focuses on the smart healthcare concept and how smart healthcare is incomplete without the adoption of wearables.

Nazareth Ahamed Nizar and Chrishankar Janathanan (July2018) The purpose of this research is to identify how the social media marketing impact on the consumer purchase decision.

Online search: Consumer and firm behavior, Competition and Market Authority (June 2017) The Internet has triggered a revolution in how consumers can search for information and make purchases. Consumers are now routinely using the Internet to look for products online, to compare different prices and offers and to investigate the quality of a specific item before purchase

Dr. Satyendra Narayan Singh, Pavan Kumar and Amit Kumar Dubey (July 2018) This paper begins with an introduction about Digital Marketing and it further highlights the present trends in Digital Marketing in India and discusses the necessity of using this strategy of marketing for the marketing of the product and services.

Dillip Parida and D. Prasanna Kumar (Nov 2017) The social media has become an essential tool to market new products in today's business scenario, especially when it's about wearable devices. This paper discusses the digital marketing strategy to increase brand awareness and acquisition of new customers.

Dr. S. Sivasankaran (Sept 2017) Consumer behaviour differs when it comes to the product, price, features, quality, packaging, buying behavior, status, generation, age of the customer etc. however, youth is the most complicated group to correspond with. The changing preferences of the present day youth affects the buying pattern because they mostly follow the rhythm of fashion and taste according to the changing time.

Dr. Seema Laddha (2018) The purpose of this research is to study the fitness market and consumer behavior towards the home fitness equipment.

Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (April 2015) Marketers are faced with new challenges and opportunities within this digital age. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media.

Shweta Nanda & Bhupender K Som (March 2018) This paper focuses on the awareness level of the medical wearable devices in Delhi-NCR and studies awareness with respect to suitable demographics.

Research Gap

In the past various researches have been done in the area of smart wearable's consumer behavior and their acceptance. Independent studies have been done in the area of digital marketing strategy for smart wearables devices but no research has been done to find exact correlation between Digital Marketing & purchase and how does Digital Marketing impact other influencing factors also.

Through my research work I want to identify impact of digital marketing if any on the consumer behavior and if there are any more other influencing factors which impact consumer decision making

Research Hypothesis

H0: Digital Marketing has no impact in creating awareness about the Smart Wearable's

H0: Price and Feature comparison are not the most important factor influenced by Digital Marketing for Smart wearables

H0: Digital Marketing is not an engagement enabler for Smart Wearable's

H0: Age, Income and Education are not associated with purchase through digital medium for Smart devices for personal health

H0: Medical and Fitness Experts are not the key influencers in the smart wearable segment

H0: Mobile usage and tech-savvy personality are not directly correlated with digital purchase of smart wearables

Universe of the Study

For this research the proposed area of study will be in Delhi targeting customers across age groups who have a potential to use smart wearables

Research Approach

For this study, survey method will be used for collecting data, respondents will be requested to fill the questionnaire by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format.

Sampling Technique and Sample Size The sample size of 1000 will be taken for the purpose of conducting pilot study to find whether respondent makes use of digital channel to buy smart wearable products

The Universe of Population under consideration will be 1 Cr people in Delhi and NCR who are in the age group of 20-35 and fitness cautious

Assuming the Margin of error at 3% and Confidence level of 95%

The required sample size should be around 1000 respondents; hence the population to be invited for the study should be more than 5000 in order to achieve the required sample size based on the expected response rate

Data Usage For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analyzed by using statistical tests and software's

Statistical Tests: Analysis of Variance, Correlation and Regression, z Test and measures of central tendency.

Software's: Some of the potential software's which can be used in the research may be SPSS, R Studio, and System etc.

Data Collection Data will be collected through structured questionnaire by using non-comparative scaling technique, likert scaling will be used in the questionnaire. It has been classified into two parts explain the awareness of digital marketing and how it influences the customer buying decision and second part emphasizes on the impact of digital marketing by analyzing the collected data. Secondary data will be through collected journal, case studies, web sites, E-book, etc.

Conclusions

The proposed research should be able to identify the role of digital marketing and its influence on purchase of smart wearables in an urban market like Delhi. The research model has four key elements: customer with a potential to purchase a smart wearable; digital marketing and its associated platforms; key drivers for purchase through digital platforms and other peripheral

influencing factors. This will be an exploratory research with specific focus on Delhi market and will enable to study the awareness of Smart Wearable's amongst Delhi consumers; identify the key perceptions about smart wearable's in the market of study; analyze the influence of digital marketing in purchase decision for Smart wearable's with specific focus on all digital platforms ; analyze the impact of other influencing factors in purchase decision.

The results and the findings of the research paper will specifically be beneficial for marketers in the healthcare organisations and should help in implementing the relevant strategies for driving awareness and sales of smart healthcare wearables. It will also give adequate insights about the relevant platforms and channels to be used for marketing and reaching out to the end customers across different demographic and psychographic segments.

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