

A STUDY ON CONSUMERS' PERCEPTION WITH RESPECT TO ONLINE WELLNESS FITNESS BANDS AND APPS IN MUMBAI

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ABSTRACT

This research paper is intended to study parameters of consumer behaviour like perception and satisfaction on products in e-retail under wellness and fitness. This study is focused on fitness bands and apps used by consumers for their wellbeing and mindfulness. The main objective is to study consumer's perception for wellness products and services in Mumbai. Consumer's perception about wellness fitness bands and apps in Mumbai is also studied in brief. The study indicates that the buying perception is similar for various online wellness products and services. 180 questionnaires were collected online using convenient sampling method. The results of the study indicate that buying perception is similar for various online wellness products and services. This study also relieved that the gender as well as marital status of the customers of online wellness fitness bands and online wellness apps does not have any impact on their satisfaction level. The findings and results of this study will be helpful to strategic planners and marketing team for designing, creating and selling different types of wellness products and services on various electronic platforms.

Keywords: Consumer Perception, wellness products and services, e-retail, fitness bands, fitness apps

INTRODUCTION

The words trending in recent times are wellbeing and mindfulness. From students to employees and from leaders to entrepreneurs, more and more people are inclined towards the latest living a healthier lifestyle and achieving goals of mental and physical wellbeing. Wellness is choice of activities that an individual makes for a holistic healthy life. Hence, the markets are flooded with electronic gadgets like fitness bands, smart watches, and various lifestyle and fitness apps. These products and apps occupy a greater segment in the retail market of Mumbai. These online fitness apps and fitness band track the lifestyle parameters in real time and respond with alerts and prompts when a trigger is initiated. From sleep reminders to heartbeat trackers, from distance tracking to water reminders, these products in the retail market are gaining popularity not only in metros but also in smaller towns. These online wellness products are also popular across all age groups. The electronic markets are saturated. There is a product for every age group and for almost every lifestyle requirement. The retail online market in Mumbai is flourished with various online lifestyle products such as Apple watch, Fitbit, MI Band, GOQii Vital, Fastrack Reflects, Garmin, Forerunner etc. Online Wellness Fitness apps such as myfitnesspal, Strava, Googlefit, Pedometer, Nike Training Club, Cultfit, Endomondo, Healthifyme are most used and preferred consumers' wellness fitness brands in Mumbai.

STATEMENT OF PROBLEM

The retail segment in electronics has evolved in online consumer devices segment. The online products have taken over the traditional market. The market is matured with entry of varied e-products available at every price point. There are many fitness and wellness apps competing in the retails market with standalone products like online fitness bands. The competition is fierce and the consumer is benefited with wide options to choose from. It will be interesting to study how a consumer perceives these online fitness wellness products and apps. There is a lot of scope to study in this wellness segment. An experimental study is possible on each wellness segment under these product categories. However the emphasis of this research paper will be to study the consumer's perception about wellness products, specifically, fitness bands and apps.

OBJECTIVES OF THE STUDY-

The main objective of the study is to understand the consumer's perception and purchase behaviour for wellness fitness bands and apps.

- To understand buying perception about online wellness products and services in Mumbai
- To study the customer's perception of wellness fitness bands and fitness apps in Mumbai
- To understand the relationship between demographic factors and satisfaction level of fitness bands and fitness apps

HYPOTHESIS STATEMENT/

1) Following Hypothesis were set to understand buying perception on online wellness Products and services

Hypothesis 1

H0 There is no significant difference in Median levels of buying perception of online wellness products and services.

H1 There is significant difference in Median levels of buying perception of online wellness products and services.

2) Following hypothesis were set for studying customer's perception about wellness fitness bands and apps in Mumbai

Hypothesis 2

H0 There is no significant difference in Median levels of customer's perception about wellness fitness bands and fitness apps

H1 There is significant difference in Median levels of customer's perception about wellness fitness bands and fitness apps.

3) Following hypothesis were set up to understand the relationship between demographic factors and satisfaction level of wellness fitness bands and apps.

Online Wellness Fitness Bands-

Hypothesis 3

- H0 There is no significant difference between gender and satisfaction level of fitness bands
- H1 There is significant difference between gender and satisfaction level of fitness bands

Hypothesis 4

- H0 There is no significant difference between marital status and satisfaction level of fitness bands
- H1 There is significant difference between marital status and satisfaction level of fitness bands.

Online Wellness Fitness Apps-

Hypothesis 5

- H0 There is no significant difference between gender and satisfaction level of fitness apps.
- H1 There is significant difference between gender and satisfaction level of fitness apps.

Hypothesis 6

- H0 There is no significant difference between marital status and satisfaction level of fitness apps.
- H1 There is significant difference between marital status and satisfaction level of fitness apps.

Research Methodology

Study has adopted Descriptive research design.

- **Population and Sample of the Study**
- Elements – Customer using online wellness Fitness bands and Fitness apps.
- Sampling units – Mumbai city

- **Sample Size:** 180 respondents
- **Data Collection**
- **Primary Data-** First-hand information was collected by conducting online survey through Google form with help of structured questionnaire. Likert's 5-point scale was used while designing questionnaire. Non- Probability Convenience sampling method was adopted for the study.
- **Secondary Data-** Research journals, Research articles, e-books, websites, magazines, newspaper, books, reports, etc were also used to collect data.

Also, Extensive review of literature was done to conduct the study.

- **Statistical Tools**

Statistical tools Percentage Analysis, Non-parametric Kruskal Wallis H Test and Chi-square test were used to conduct the study.

- **Limitations of the study**

- The study is based more on understanding customer's perception and satisfaction level.
- The study is limited only to wellness fitness bands and apps.
- Data was collected only from the customers residing in city of Mumbai.
- There is possibility that some of the data could not fully capture the true characteristics of consumer's perception with respect to wellness online fitness bands and apps.

REVIEW OF LITERATURE

A study assesses the suitability and practicability online fitness band brand Fitbit Flex 2 on inactive young adult girls (Voskuil, V. R., et al. 2020). The results of the study showed greater adaptability with elevated ratings on the Fitbit study revealed that awareness, goal setting and motivation were enabled by the tracker. The acceptability was higher amongst girls used the device for one week. The outcome of the qualitative analysis suggested scope of improvement with respect to usability.

A study showed the results that male and female population may perform contrarily in their online activities, likewise communication, watching photos and videos, stalking people, events, posting or forwarding information, playing online games, reading and sharing promotional information with others (Luna-Nevarez and Torres, 2015).

The study was conducted to comprehend health technology practice, alleged needs, and adequacy of app based interpolations in patients with austere mental illness to recover illness management and reduce caregiver burden. (Sinha Deb K, Tuli A, Sood M, Chadda R, Verma R, Kumar S, et al. 2018) It methodically observed into the scope, design considerations and limitations of instigating a mobile technology based interposition for low resource settings. With only one-third of the patients and caregivers having access to smartphones and internet, parallel outreach strategies like IVRS were recommended while designing interventions.

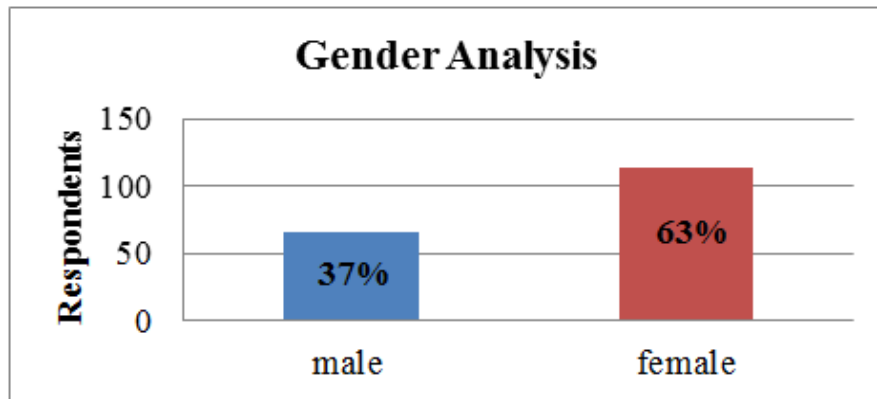
SCOPE OF STUDY

This research accentuates the necessity of understanding the consumer's perception for online wellness fitness bands and apps. The sample size for this study was 180 respondents from Mumbai city. This research paper comprises of buying perception of online wellness products and services in Mumbai, buying behavior and customer's perception of online wellness fitness bands and fitness apps in Mumbai and also understands the relationship between demographic factors and satisfaction level of customers' using fitness bands and fitness apps.

RESULTS AND FINDINGS

The study results are based on responses received from 180 respondents from Mumbai. Percentage analysis method was used for demographic profile analysis.

An expressive study was conducted on the demographic profiles of the respondents. Gender-wise analysis is as follows-



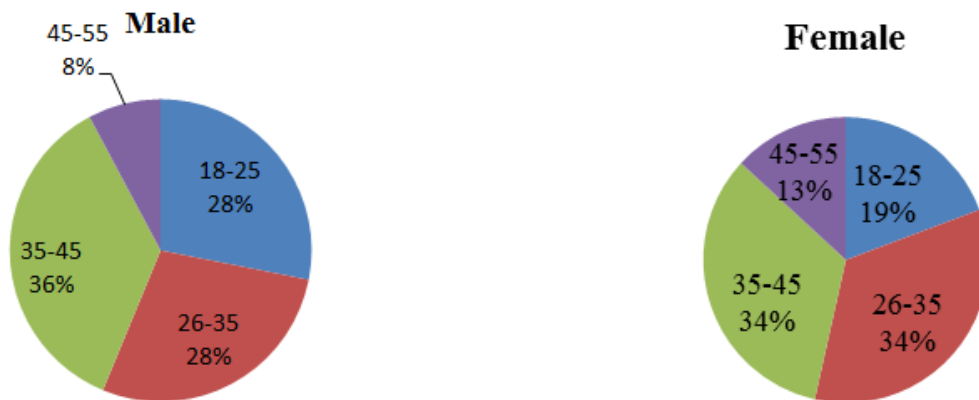
Graph 1: Genderwise Percentage of respondents

Out of 180 respondents 37% (66) were male respondents & 63% (114) were female respondents.

The respondents were further grouped as per their age groups, viz, 15 to 25 years, 26 to 35 years, 36 to 45 years and 45 to 55 years.

Age Groups	Female	Male
18-25	22	18
26-35	39	18
35-45	38	23
45-55	15	5
Total	114	66

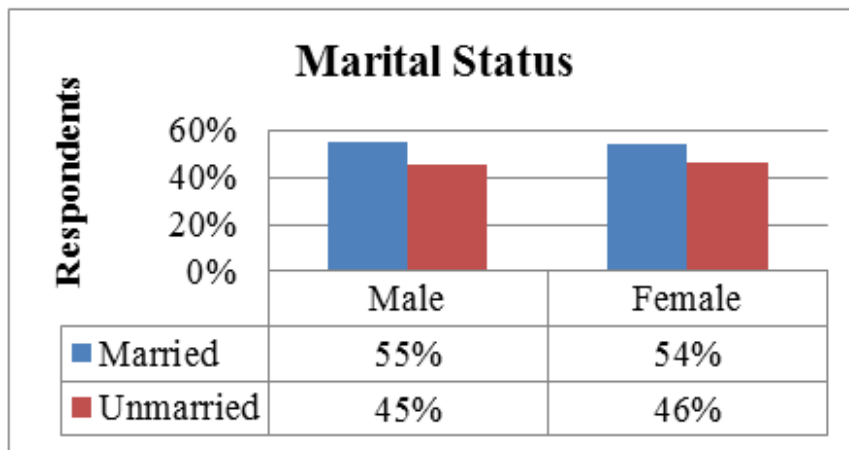
Table Number 1 Age-wise Classification of respondents
Source (Primary Data)



Graph 2 Gender and Age Distribution of Respondents

The male respondents between the age group of 18-25 years are 28%, 26-35 years are 28%, 35-45 years are 34% and between 45-55 years is 13%. The female respondents between the age group 18 to 25 are 19%, 26-35 years are 34%, 35-45% are 34% and 45 to 55 year are 13%.

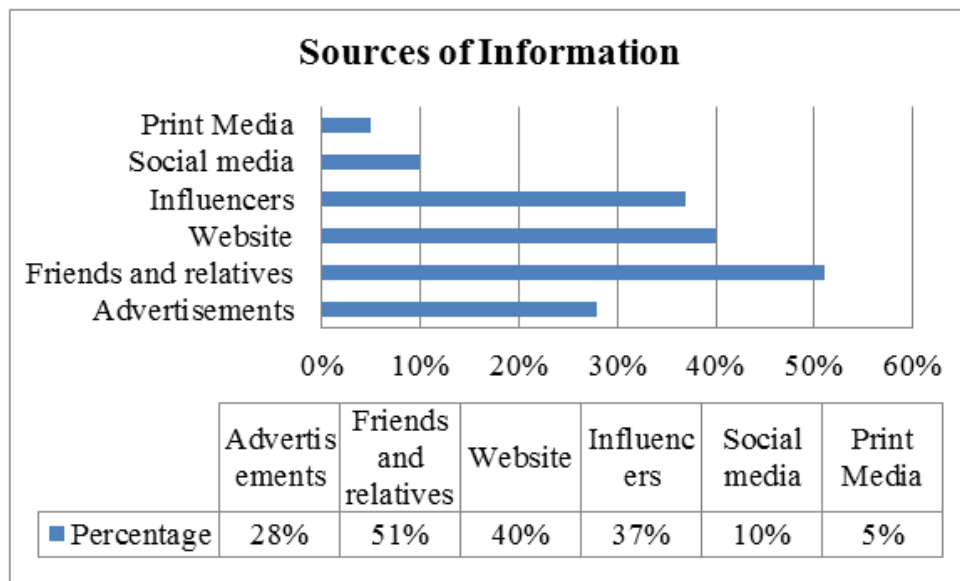
Marital Status analysis is as follows:



Graph 3: Gender and Marital Percentage of respondents

The unmarried and married male population is divided by 45% and 55% respectively, while the unmarried and married female population is divided by 46% and 54% respectively.

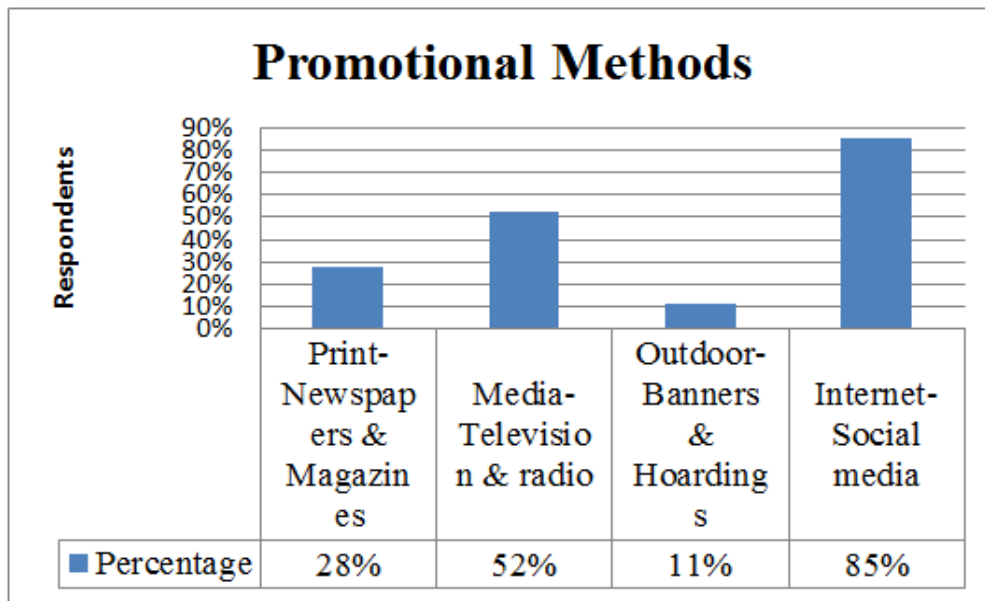
Analysis for sources of information about wellness products and services was done. The details are as follows:



Graph 4: Source of information of wellness products and services

Majority of the respondents derived information about wellness products and service from advertisements (28%) followed by Friends and relatives (51%). Electronic medium such as website was source of information for 40% of respondents followed by Influencers (37%) and social media (10%). The source of information from print form was lowest (5%).

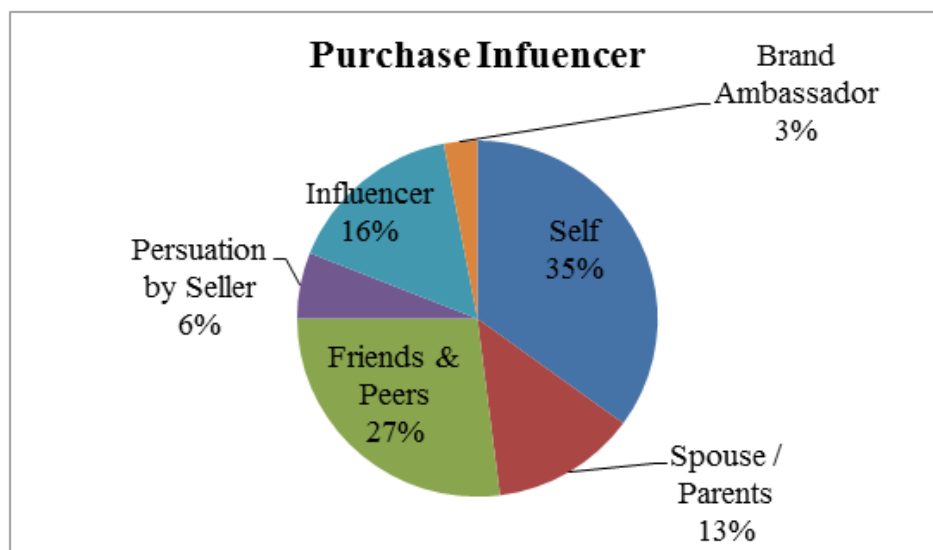
Analysis on consumer awareness promotional methods about wellness products and services was done. The details are as follows:



Graph 5: Methods used for promotion of wellness products and services

The consumers’ have come across many promotional methods for wellness products and services. The internet- Social Media stands at highest at 85% followed by 52% about Media-Television & radio and then Print Newspapers & Magazines is at 28%. The lowest method that consumer have come across is Outdoor-Banners & Hoardings (11%) for wellness products and services.

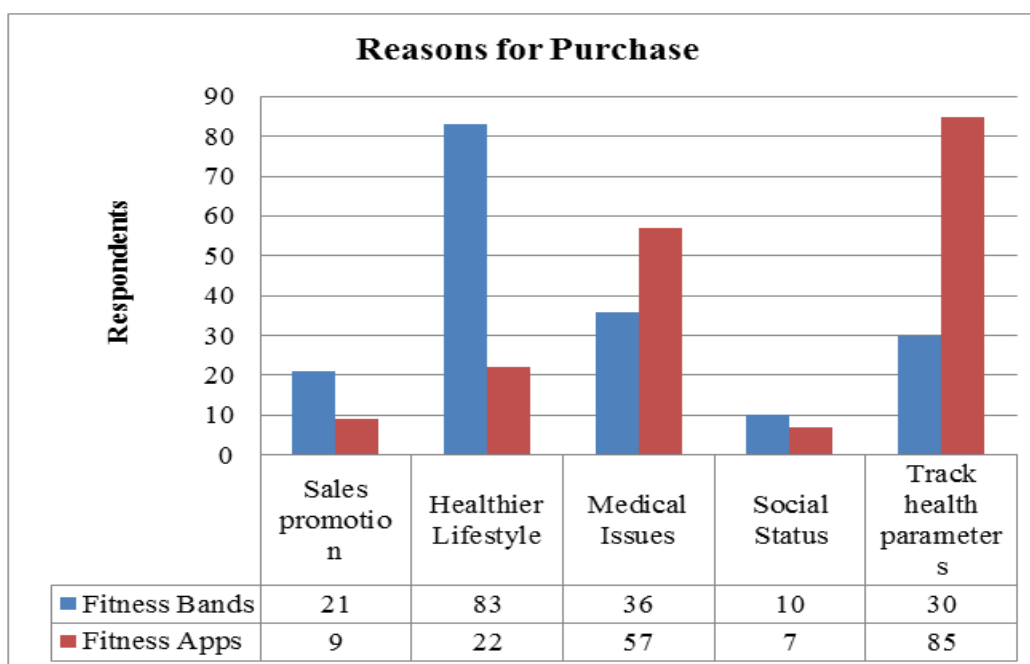
The study also found out who influenced purchase decision most. The analysis for the same is as follows:



Graph 6: Purchase Decision Influencers

It was found out that respondent himself was biggest influencer to buy wellness fitness bands and fitness apps. Friends and peers influenced purchase decision by (27%). Influencer also affected buying decision by 16%. 13% of respondents were influenced by spouse or parents and 6% of respondents were convinced by persuasion of sellers of wellness fitness bands and apps. Only 3% of respondents were influenced by Brand Ambassador of wellness products and services.

The study was conducted to understand various reasons for buying wellness fitness bands and fitness apps. The details are represented in the following bar graph:



Graph 7: Reasons for buying wellness fitness and apps

It is seen that majority of respondents (83) are purchasing fitness bands for healthier lifestyle followed by relief from some medical issues (36). Tracking health parameters (30), to get benefit for sales promotion schemes (21) and social status (10) are also reasons for purchase of wellness fitness apps.

In wellness fitness apps, tracking health parameters (85) stands as major reason for purchase. It is followed by solution to medical issues (57), healthier lifestyle (22), sales promotion (9) and social status (7).

1) Hypothesis Analysis was conducted to understand buying perception of online wellness Products and services

Kruskal Wallis H test was conducted to understand buying perception of online wellness products and services

The results were as follows-

Perception on Online Wellness Products and Services

Statements	Strongly Agree	Agree	Moderately Agree	Slightly Agree	Not at all agree
I actively follow online wellness products and services on social media and track new-product launches	22	64	46	14	34
I believe wellness is important but meticulously compare features, price and benefits before purchasing/subscribing to online wellness products and services.	44	66	32	16	22
I only marginally get involved with the wellness category and don't actively follow brands or new online wellness products and services	20	48	50	32	30
I will prefer to buy/subscribe to the products and services that I am using for many years which may not be	36	32	50	38	24

related to online wellness products and services

Table Number 2 Buying Perception on Online Wellness Products and Services
Source (Primary Data)

The results of the Kruskal Wallis H test:

H/ χ^2	Critical Value (0.05)	df	p-value
9.403571	21.02607	12	0.668128

Table Number 3 Kruskal Wallis H test results
Source (Primary Data)

Value of H (9.403571) was found to be lesser than Critical Value (Table Value) (21.02607), hence H₀ is accepted and H₁ is rejected. Hence, there is no significant difference in median levels of buying perception of online wellness products and services. This justifies that buying perception is similar for various online wellness products and services.

2) Customer’s perception about online wellness fitness bands and apps in Mumbai.

Kruskal Wallis H test was performed to study customer’s perception about online wellness fitness bands and apps in Mumbai. The results were as follows:

Customer’s perception about online wellness fitness bands and apps in Mumbai

Statements	Strongly Agree	Agree	Moderately Agree	Slightly Agree	Not at all agree
It is interesting to know how I reach my fitness goal using online wellness fitness band and apps	38	82	34	14	12
I can monitor my lifestyle through online wellness fitness band and apps	48	76	38	8	10
Online wellness fitness band and apps helps me keep track of my sleep, heartbeat and pulse	48	74	38	12	8
Online wellness fitness band and apps gives me Relief from anxiety, depression or any other mental health conditions	30	74	38	26	12
Online wellness fitness band and apps gives me strength, balance and flexibility of body	48	74	34	14	10
Online wellness fitness band and apps increases awareness about physical and mental wellbeing	52	76	40	6	6
Online wellness fitness band and apps helps me in cultivating a sense of motivation and positive thinking	42	78	36	18	6
Online wellness fitness band and apps can manage my stress levels efficiently	38	72	42	18	10

Table Number 4 Customer’s perception about online wellness fitness bands and apps in Mumbai
Source (Primary Data)

The results of the Kruskal Wallis H test:

H/ χ^2	Critical Value (0.05)	df	p-value

34.84116 | 41.33714 | 28 | 0.174538 |

Table Number 5 Kruskal Wallis H test results
Source (Primary Data)

Value of H (34.84116) was found to be lesser than Critical Value (Table Value) (21.02607), hence H0 is accepted and H1 is rejected. Hence, there is no significant difference in median levels of customer’s perception about online wellness fitness bands and apps in Mumbai. This justifies that buying perception is similar for online wellness fitness bands and apps.

3) Hypothesis Testing was done to understand the relationship between demographic factors and satisfaction level of online wellness fitness bands and apps.

Gender and marital status relationship with the satisfaction level of online wellness fitness bands customers

Online Wellness Fitness Bands:

Hypothesis Relationship	χ^2 value	Critical Value (0.05)	df	Decision
Relationship between the gender and satisfaction level of online wellness fitness band customers	3.81592	9.488	4	H1 rejected
Relationship between the marital status and satisfaction level of online wellness fitness band customers	0.17453	9.488	4	H1 rejected

Table Number 6 Chi Square Analysis of online wellness fitness bands
Source (Primary Data)

From the table it is seen that the level of significance is 3.815 which is more than 0.05. Hence, alternate hypothesis is rejected. Null hypothesis is accepted at 95% significance confidence level. There is no significant relationship between the gender and the satisfaction level among the users of online wellness fitness bands.

From the table it is seen that the level of significance is 0.17 which is more than 0.05. Hence, alternate hypothesis is rejected. Null hypothesis is accepted at 95% significance confidence level. There is no significant relationship between the marital status and the satisfaction level among the users of online wellness fitness bands.

It can be observed that the gender as well as marital status of the customers of online wellness fitness bands does not have any impact on their satisfaction level.

Online Wellness Fitness Apps:

Hypothesis Relationship	χ^2 value	Critical Value (0.05)	df	Decision
Relationship between the gender and satisfaction level of online wellness fitness apps customers	0.2538	9.488	4	H1 rejected
Relationship between the marital status and satisfaction level of online wellness fitness apps customers	0.36122	9.488	4	H1 rejected

Table Number 7 Chi Square Analysis of online wellness fitness bands
Source (Primary Data)

From the table it is seen that the level of significance is 0.25 which is more than 0.05. Hence, alternate hypothesis is rejected. Null hypothesis is accepted at 95% significance confidence level. There is no significant relationship between the gender and the satisfaction level among the users of online wellness fitness apps.

From the table it is seen that the level of significance is 0.36 which is more than 0.05. Hence, alternate hypothesis is rejected. Null hypothesis is accepted at 95% significance confidence level. There is no significant relationship between the marital status and the satisfaction level among the users of online wellness fitness apps.

It can be observed that the gender as well as marital status of the customers of online wellness fitness apps does not have any impact on their satisfaction level.

SUGGESTIONS AND CONCLUSION

Internet and social media is used maximum for promotion of wellness products and services in Mumbai. Purchase decision for online fitness bands and apps are influenced by self and friends and peer group. Healthier lifestyle and solution to medical problems are major reasons for purchase of fitness bands in Mumbai. Customers in Mumbai subscribe to fitness apps to track their health parameters such as heartbeats, sleep, water intake, steps, activities performed, etc and solve their medical health issues. India especially Mumbai is witnessing rise in lifestyle diseases. So the need to track health parameters and staying fit will always be of paramount importance. This sector will see an increase in smarter devices and innovation in apps. To live a balanced and holistic life, wellness products and services will always be used by consumers in Mumbai. There is a larger scope of research in every segment of online wellness products and services. Government and private players should explore available opportunities in wellness industry and take maximum benefits. Efforts to encourage habitual buying behaviour for online wellness products and services should be established. Social media platforms such as Instagram, Snapchat, YouTube should be used extensively to target fitness conscious consumers. Innovative videos and content by influencer should be used to attract younger fitness enthusiasts. Digital marketing with innovative digital offers should be designed by marketing team. Artificial Intelligence and Big data should be used to reach out to carefully targeted audience.

The study concludes about customers' perception about online wellness products and services in Mumbai. There is no significant difference in median levels of buying perception of online wellness products and services. Thus, the study indicates that the buying perception is similar for various online wellness products and services. There is no significant difference in median levels of customer's perception about wellness fitness bands and fitness apps. The respondent's response on buying perception is similar for online wellness fitness bands as well as online witness fitness apps. There is no significant difference between demographic factors (gender and marital status) and satisfaction level of fitness bands as well as fitness apps. Thus we conclude that the demographic factors such as gender and marital status of the customers of online wellness fitness bands as well as online wellness fitness apps do not have any impact on their satisfaction level. The study further concludes that friends, Relatives and advertisements were major source of information for wellness products and services in Mumbai.

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