

**A STUDY ON THE IMPACT OF MARKETING MIX AND CUSTOMER PERCEPTION ON BRAND LOYALTY WITH SPECIFIC REFERENCE TO NOISE SMART WATCHES.**

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**ABSTRACT**

This study was all about the learning consumer behaviour and to understand various concepts related to the Retail Market of Noise Smart Watch. The focus of the report is on view points and behaviour related to young people's purchase habits regarding Noise Smart Watch. Different buyers have dynamic cycles that vary. The buyer of the product will probably choose the subjective, quantitative outcome at the lowest possible price. should pay attention to customer behaviour when making purchases from Noise Smart Watch. The purpose of the proposition is to identify the factors influencing adolescent watch purchases from Noise Smart Watch.

**I. INTRODUCTION**

Amit and Gaurav Khatri, two brothers, launched this company eight years ago. Before making smartwatches and developing a fine technology, they focused on making smartphone exterior casings and accessories. With the advancement of technology and the introduction of Noise shots in 2016, their business started to thrive. The future technology offerings of this company were met with a great deal of optimism. The Noise pictures have begun to be sold on online retailers like Amazon and Flipkart. The headquarters of this business are in Gurugram, India. Every person has an inner voice that motivates them to pursue their objectives and put forth the required effort to realize them. Due to a noise the two founders heard inside of them, the company was created and is still operating today.

**Keywords:** - Marketing mix, Brand Loyalty, Customer Perception.

**II. REVIEW OF LITERATURE**

**(Avnish Singh Jat, Tor-Morten Gronli 2020)**

Before smart watch applications are coordinated into the healthcare industry, a thorough examination of their precision, culmination, and impact on work process should be directed for the smart watch to gain widespread acceptance by health experts. Client studies are required to examine optimal usefulness, UI design, and ease of use in a variety of clinical and patient settings. More research is needed to understand the impact of savvy applications on clinical practice.

**(Mr. ABI.D, DR.J. RANI 2018)**

According to the findings of the study, many students are eager to purchase smartwatches. The study also discusses their efficient power management, simple user interface, and minimal display. As a result, many companies began to integrate more technology into smartwatches. The wearable world is always evolving

**(X Chen 2021)**

In this paper, we conducted an exploratory study of the relationship between smartwatch and smartphone versions of Android apps. We examined the collected app pairs from both non-code and code perspectives. Our experimental investigation reveals that up to 40% of resource files (e.g., images, UI layouts, etc.) and 30% of code are reused between smart- phone/watch app pairs, smartphone apps may require more than twice as many permissions and more than five times as many user interactions than their watch.

**(Apurva Adapa 2021)**

factors influencing wearable technology adoption differ for different wearable devices as well as for different user groups - student and working. These hindrances, as well as the linkages that were not found in previous literature for technology adoption. In this study, we identified several novel constructs, or norms or factors, that specifically affect the uptake of smart wearable devices.

**(Bilal Waheed 2020)**

According to the survey, wearable technology is developing and becoming more common in both academics and business. Wearable technology has unquestionably huge potential for the healthcare and medical industries, but there is also a growing pool of data being produced that needs to be monitored and analysed.

## **2.1 OBJECTIVES**

1. To determine which age groups of consumers favour noise watches and to analyse the factors affecting consumer perception and purchasing behavior
2. To determine the degree of customer satisfaction with Noise watches in the study area and to comprehend the significance of the media in selecting the Noise brand of watch.
3. To determine the factors influencing customer behaviour and the level of brand loyalty among consumers.

## **2.2 HYPOTHESIS**

**H0:** There is no relation between the price of the Noise Watches and the frequency at which consumers purchase the watch.

**H1:** There is a relation between the price of the Noise Watches and the frequency at which consumers purchase the watch.

## **III. DATA AND METHODOLOGY**

**DATA COLLECTION:** - Using a questionnaire, primary data was gathered. It was gathered directly from the customer using a GOOGLE FORMS online surveying technique.

Secondary Data was also used by referring journals: The customer as given the data through questionnaire in online

Primary Data: Using online surveys, data is directly obtained from the customer.

**TYPE OF RESEARCH:** - Descriptive type of research

**SAMPLE DESIGN:** - The non-probability method has been employed the data collection method used is convenience sampling. Sampling frame households of the Bangalore city, sampling unit are housewife and sample size are 100.

## **TOOLS AND TECHNIQUES**

Hypothesis testing

SPSS & EXCEL 2019

## **IV. DATA ANALYSIS AND FINDINGS**

### **ANALYSIS: - 1**

**Statistical tool: Chi-square**

#### **Hypothesis 1:**

**H0:** There is no relation between the price of the Noise Watches and the frequency at which consumers purchase the watch.

**H1:** There is a relation between the price of the Noise Watches and the frequency at which consumers purchase the watch.

#### **INTERPRETATION:**

The above output table shows that there is no correlation between the frequency with which customers purchase Noise Watches and its price because the p value is greater than 0.05, H0 is accepted, and H1 is rejected.

How much do you think the Noise smart watch is worth? * How frequently do you shop at Noise for smart watches? Crosstabulation		How often do you purchase Noise smart watches?				Pearson Chi-Square	P Value
		Often	very often	Rare	Neutral		
Do you feel the price of Noise smart watch are reasonable?	Highly reasonable	9	3	10	4	27.592	.006
	Highly unreasonable	4	5	1	1		
	Neither reasonable or unreasonable	0	3	12	4		
	Reasonable	5	6	21	9		
	Unreasonable	0	1	0	2		
Total		18	18	44	20		

**FINDINGS**

1. Most consumers are between the ages of 21 and 30. As a result, it demonstrates how Noise as a brand has become well-known among Generation Z.
2. According to the table presented or generated based on the responses, the bulk of Noise consumers are from the urban sector, indicating that the non-urban sector is still untapped for the Noise brand.
3. Based on the analysis, 49% of people are college students and 51% are not, meaning that most noise consumers fall into the educated and graduate as well as non-graduate groups.
4. As a result, it should be assumed that 46% of respondents are women and 49% are men based on the analysis. Noise offers both male and female products.
5. As a result social media, friends, family, and advertisements were how they learned about Noise. 26% of people learned about it through advertisements, 42% through friends, 10% through family, and 22% through social media.

**V. CONCLUSION**

The primary objective of this study was to comprehend how consumers perceive noise watches. This study demonstrates that the Noise has successfully maintained its eccentricity through a variety of channels while successfully integrating itself into the generation Z community. Although the brand is well-represented on several e-commerce platforms, it has not been able to attract customers to physical stores. Despite their satisfaction with the brand, customers would like to get more for their money. Noise must therefore provide relevant and instructive information to attract customers.

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