

THE QUANTIFIED CONSUMER- PERCEPTION TOWARDS WEARABLE GADGETS

Dr. Veni M. Nair

Professor and Assistant Director, Institute for Technology and
Management, Navi Mumbai, Maharashtra, India

Dr. Lakshmi Mohan

Professor and Director, Institute for Technology and Management,
Navi Mumbai, Maharashtra, India

ABSTRACT

Wearable devices have gained prominence in the past few years. The reason for using wearable devices vary from health, status, convenience and other perceptions that people carry. Wearable gadgets became popular as a device for lifestyle change, health and wellbeing, and has been used to enhance behavior and core activities. This research is based on perceptions of people about health and wearable devices. The analysis seeks to understand people's view about importance of good health. It also tries to trigger how people identify themselves with the wearable gadget that is used by them, and their quantified version of self. Importance of quantified self comes from the view that consumers today tend to measure everything. The study further makes comparison of actual lifestyle, quantified self and ego status of people.

Keywords: wearable devices, health conscious, wearable gadgets, quantified self Introduction

Several studies have been carried out to know about people's perception about healthy lifestyle. The World Health Organization (WHO) defines health as a state of complete physical, mental, and social well-being [1]. Perceptions of people regarding self- health determines the care they take to lead healthy life. "Perception about health" indicates how people understand and interpret about their wellbeing. Peoples' perception about health means their opinion on how they regard health. Ones' idea of health matters as it affects their behavior. There appears to be a close relationship between health and experiences, and this could possibly vary based on age, occupation income, gender and other demographics. Thus, peoples' perception about health and wearable gadgets could vary based on demographics. [2]. The research aims to gather inferences on whether demographics can influence perception towards wearable devices.

Health Belief Model (HBM) which was developed around 1950s by social scientists at US Public Health Service suggests that people's belief in an illness or health threat will predict the behavior they would adopt. [3] This implies that they would exercise, diet, use health services, health gadgets and healthy habits based on their perception about health. Kiebel quotes Ajben and Fishbein's theory of reasoned action (TRA) and theory of planned behavior (TPB). TRA is most successful when applied behavior is under control of individual. TPB was developed in order to predict behaviors taking self-efficacy and self esteem into consideration. [4] In other words, perceptions matter in controlling behavior. People's perception about health is likely to lead to behavior towards lifestyle actions. It is said that athletes, persons with chronic illness, fitness freaks or any person who has regularly used even scales to watch their weight have all to some extent practiced self- tracking. [11] The research aims to understand if positive perceptions can lead to better quantified self.

Wearable gadgets are electronic devices that can be worn on the body as accessories. Fitbit, apple watch, wrist bands, smart clothes etc. are examples of wearable gadgets. They can be in the form of eyeglasses, watches, clothing, attached to shoes, earrings and could be plain gloves. The health care wearable devices are of two kinds. One is the fitness wearable gadgets that monitor sleep, steps, distance covered, diet and calories burned; the others are medical wearable gadgets designed for treating diseases like diabetes, cancer and heart ailments [5]. Companies like Apple, Samsung, Google etc. are on continuous research to manufacture medical wearable devices as these can be innovative solutions to tackle health issues. These wearable devices have software that can store data and can also be exchanged with peers or insurance companies. The data so collected is "quantified self" which means the measured data can amount to lifestyle changes that can be beneficial to one's health. The research further aims to make a comparison of actual lifestyle with quantified self and status.

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Earlier research has found that consumer's intention to adopt wearable technology is limited [6]. Most empirical studies have focused on technology acceptance model (TAM) related to wearable technologies. This study focusses on the perceptions of people pertaining to wearable gadgets.

While analyzing the perception of people towards wearable gadgets, perception regarding healthy lifestyle has also been analyzed. This research tries to find out what prompts people to use wearable gadgets. This will be useful for marketers of wearable gadgets as this will give wearable device companies a glimpse of customer expectations. There is hardly any supporting literature on satisfying the ego status through wearable gadgets. Relation between perception of wearable gadgets and ego satisfaction is also analyzed through this research.

LITERATURE REVIEW

Wearable gadgets have certain distinct features that separate them from other technological devices. To even understand the future effects of these gadgets, it is important to examine the characteristics of such devices. Most important characteristic of these wearable gadgets is hands-free function.[20]. The advantage of hands-free function is the ability to enable access to data while performing routine activities.[21]

Consumers will embrace the wearable devices with ease is a myth. It will be necessary to educate people on the utility of such devices. They must be made to understand the specific and unique benefits that wearable gadgets can offer which others cannot[7]. Wearable devices are used near or on the human body to sense data which is physiological and psychological in nature (Spagnoli et al., 2014). Some wearable devices have miniature wearable sensors embedded in garments to continuously monitor human activity. (Ching and Singh, 2016) [8]

PWC had conducted a survey of 1000 US consumers to explore consumer behavior and know their preferences. According to the survey, it was found that the main benefit of wearable devices is the chance to improve productivity, connectivity with self, efficiency, health and wellness. The survey showed that 45% of respondents wore fitness band, 27% wore smart watch, 15% wore smart glasses, 14% used smart video/photo device and 12% gathered their health statistics from smart clothing. (PricewaterhouseCoopers B.V., 2016).[9]

Quantified Self has been a popular trending feature since 2013, across the world as we witness increasing number of people tracking their daily life to gain insight about their health. [12] Quantified self is a way to acquire data using technology like sensors and wearables to know about one's health and fitness. The purpose of quantified self is for self-awareness, self-sensing and human activities using health tracking devices. It works on the principle "if you can measure, you can change". The data is typically visualized with very simple techniques and it does not require high technical expertise. [10] The data can be analyzed, and lifestyle changes can be made that can lead to better health and wellness. There are critics who argue that self-tracking could lead to reductionist understandings of complex categories such as health and selfhood, where data and numbers will be prioritized over subjective or intuitive sensations.[11]

Though not everyone maybe keen about adoption of self-tracking for health and fitness but in respect of the response that self-tracking for health has begun, such discussions have gained special place in medical and public health literature.[11].

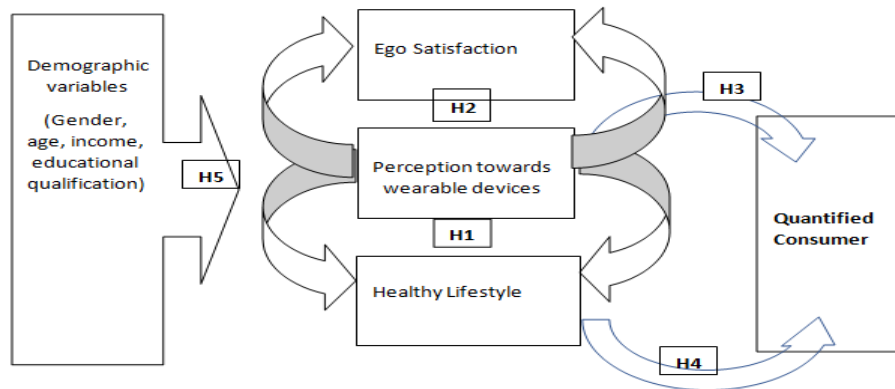
Since wearable technologies is a new and hot topic, there is limited empirical studies that analyzes the consumers' purchase intentions and acceptance of wearable technologies. Ko, Sung, & Yun (2009) examined the impact of perceived risks and benefits on attitudes and purchase intentions for smart shoes and jacket wearable technologies. The study by Ko, Sung & Yun (2009) on perception pertaining to wearable gadgets shows that attitude of people towards purchase intention is positively influenced by compatibility, while the perceived complexity of the gadgets, negatively influences the intention to purchase[22]. Turhan (2012) in his study of acceptance towards wearable gadgets uses planned behavior and technology acceptance model. His study shows that perceived usefulness has an indirect influence on purchase intention. Park and Chen (2007) support Turhan's study by stating that when perceived usefulness increases, it leads to positive attitude of user towards wearable gadgets and this in turn affects the positive usage of the gadget.[23] Chae (2009) on the other hand in his study of perception and acceptance of wearable gadgets uses extended technology model. He concludes in his study that perceived usefulness is the foremost variable which influences consumers' attitude towards wearable gadgets. Perceived usefulness determines the usage of the device in their daily life. [24]. Here lies a pertinent point, can ego or status determine purchase intention of consumer?

Freud describes Ego as part of one's personality. According to him Ego is a false self to make oneself appealing to others and win their admiration and acceptance. Wearable gadgets for some can be an enhancer of their personality, leading to a superhuman feeling. Study by PWC found that 14% of the people surveyed used wearable gadgets because they found it to be stylish.[9] It is found that research on relationship of wearable gadgets and ego satisfaction is very limited.

It is said that in present times wearables are popular with people following healthy lifestyles as they would like to monitor their health and quantify the progress. Most wearable manufacturers vouch that their device is "all in one" for both physical fitness and healthy habits. According to Choi & Kim, some wearable devices make consumers unique as they are fashion products.[19]

The gadget manufacturers attract customers with user engagement strategies like competitions, challenges, gamification activities etc. Many people have vouched for wearables to be data-rich devices that are set to revolutionize medicine with health insights; but there is a possibility that like many technological trends, these gadgets too may drift away.[14] Wearables are like “solution in search of a problem.” Great deal of effort goes into understanding their functioning. So, they do not add much functional value.[15] A different view from the article “ Future of Wearable Technologies” states that wearable gadgets will bring in , coalition of several industry giants to create sophisticated wearable gadgets that can bring a wide range of solutions.[16] Consumers of wearable gadgets care about features offered rather than brand or price of the product.[17]Some gadgets like smart watches collect information on physical activity of the user which is perceived negatively as privacy risk. But at the same time, these wearables help consumers from health and medical perspective.[18].

**Conceptual Framework of the study
RESEARCH GAP.**



The Quantified Self is a relatively new term used to describe a person who measures all his activities of the day be it eating, sleeping, or walking. With the usage of wearable technology, consumers are aiming for personal optimization. This leads to a perceived sense of control in theirlives, leading to ego satisfaction So far, no research study is conducted in this area. Here the researchers are trying to find out if the use of wearable technology leads to a quantified consumerand also if there is any similarity between the actual lifestyle and the quantified self .

RESEARCH QUESTIONS

1. To find out if there is any relation between perception towards wearable gadgets and thequantified self.
2. To compare the actual lifestyle with the quantified self.
3. To find out if demographic variables have any impact on the perception towards wearable gadgets or on the healthy lifestyle a person leads.

HYPOTHESIS.

1. H1- There exists a significant relationship between the perception towards wearablegadgets and healthy lifestyle
2. H2- There exists a significant relationship between the perception towards wearable gadgets and ego satisfaction of consumers.
3. H3- There exists a significant relationship between the perception towards wearablegadgets and Quantified self.
4. H4-There exists a significant difference between the actual lifestyle and quantified self
5. H4- There exists a significant difference in the demographic variables and theperception towards wearable gadgets.

RESEARCH METHODOLOGY

A descriptive research study was carried out. A sample of 230 respondents were taken for the survey using convenience sampling method. A structured Questionnaire using likert's scale was used for the primary data collection. The variables used for the study, Quantified consumer and Ego Satisfaction were developed from the ARF Experiential Learning, ARF Annual Conference 2017. Likert Scale was used to measure the perception towards the variables. Both Bi variate as well as Multi-variate statistical tools are used to analyze the data. ANOVA, Independent t-test, Correlation. Paired Sample t-test were used to analyze the data. Data was collected from both secondary sources and primary sources. Secondary sources include books, journals, online journal sites like WARC, Google Scholar and Proquest. AtlasTi was also used to analyze 2 open ended questions.

Data Analysis and Interpretation

H1- There exists a significant relationship between the perception towards wearable gadgetand healthy lifestyle

Table1: Correlation coefficient for Perception towards Wearable Gadgets and Healthylifestyle.

		Exercise at least hr/day	meditate	Sleep	Avoid junk	Drink water	Work life balance
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Perception	Pearson Correlation	.081	-.139	-.089	-.092	-.113	-.124
	Sig. (2-tailed)	.272	.058	.228	.211	.123	.091
	N	186	186	186	186	186	186

* Correlation is significant at 0.05 level(2tailed)

**Correlation is significant at 0.01 level (2 tailed)

To find out if any relationship exists between Perception towards wearable gadgets and Healthylifestyle, Pearson's correlation was done. It was found from the analysis that there exists only a weak correlation between these 2 variables. The findings suggest that one's perception towards wearable gadgets has not influence on one's healthy lifestyle. In fact, most of the variables of healthy lifestyle is showing negative correlation, which again reinforces the fact that one's perception towards wearable devices has no relation to leading a healthy lifestyle. The significance level of the variables of healthy lifestyle is above .05, which indicates that the variables are statistically not significant. A person's choice of leading a healthy lifestyle has norelation to his/her perception towards the wearable device.

Therefore, we accept the null hypothesis that there is no significant relationship between the perception towards wearable gadgets and healthy lifestyle.

H2- There exists a significant relationship between the Perception towards WearableGadgets and Ego Satisfaction.

Table 2: Correlation coefficient for Perception towards Wearable Gadgets and EgoSatisfaction.

		identity	Look good	Cool	happy	Stylish	proud
Perception	Pearson Correlation	.376**	.301**	.344**	.337**	.364**	.351**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	186	186	186	186	186	186

**Correlation is significant at 0.01 level (2 tailed)

* Correlation is significant at 0.05 level(2tailed)

Pearson's Correlation was used to find out if there exists any relation between the perception towards Wearable gadgets and Ego satisfaction of individuals. It was found from the analysis that there exists a positive correlation between these 2 variables. The significance of the factors of Ego satisfaction also is

.00 which less than .05, proving that the factors are statistically significant. This analysis shows that owning or wearing a wearable device leads to higher ego satisfaction among the people. Owning or wearing it makes them feel proud and boosts their ego. Wearable gadget being a product of conspicuous consumption can also be a aspirational product for many as it satisfies their ego.

Therefore, here we reject the null hypothesis and accept the alternate hypothesis that there is asignificant relation between Perception towards wearable gadgets and ego satisfaction.

H3- There exists a significant relationship between the perception towards wearablegadgets and Quantified self.

Table 3- Correlation coefficient between perception and Quantified Self

		Reach goals	Live healthy	Work life balance	Monito r activities	Monitor sleep	Controls life	Lose weight	Tracks carbs
Perception	Pearson Correlation	.322**	.334**	.145*	.411**	.192**	.222**	.239**	.158*
	Sig. (2-tailed)	.000	.000	.048	.000	.000	.002	.001	.031
	N	186	186	186	186	186	186	186	186

**Correlation is significant at 0.01 level (2 tailed)

* Correlation is significant at 0.05 level(2tailed)

To find out if any relationship exists between the Perception towards Wearable Gadgets and Quantified self, Pearson's Correlation was conducted. It is found that there exists a positive correlation between these two variables. A positive perception towards wearable gadgets can lead to a positive reinforcement towards a quantified self. People who like to lead a measurable life and who likes to be incontrol of their life will have positive feelings towards the wearable devices as these

devices help them in leading a quantified life. The significance level is also less than .05, which again shows that the variables used is statistically significant to measure the variable quantified self. The factor Monitor Self has the highest correlation (.411), which emphasises that to be a Quantified Consumer, the person must be using a wearable device and has positive feeling towards it.

Therefore, here we reject the null hypothesis and accept the Alternate hypothesis that there exists a significant relation between perception towards wearable gadgets and quantified self.

Regression-Perception- Healthy lifestyle- Quantified self

In order to identify the predictors of Quantified Self, stepwise multiple regression analysis was undertaken. The Perception towards the wearable gadgets and Healthy lifestyle were identified as the major predictors of Quantified Self. (Table 5). The model summary has also indicated that these variables are able to explain up to 35.3% of the dependent variable emphasizing the importance of these variables on the quantified Self.(Table 4). It is found that the coefficient predictor Perception is statistically significant with significance at .000 than the coefficient predictor Healthy lifestyle which has significance level at .336. This is in alignment with our earlier Correlation finding where perception and Quantified self exhibited high positive correlation.

Therefore we can infer that Perception towards wearable device is a higher coefficient predictor for Quantified self than Healthy lifestyle.

Table 4 – Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 ^a	.124	.115	5.29670
a. Predictors: (Constant), healthy lifestyle, perception				

Table 5- Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.433	3.244		2.908	.004
	Perception	.634	.125	.354	5.084	.000
	healthy lifestyle	.114	.119	.067	.964	.336

a. Dependent Variable: quantifiedself
 b. Predictors: (Constant), healthy lifestyle, perception

H4-There exists a significant difference in the mean values of the actual lifestyle and quantified self.

Table 6 – Paired Sample

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	live healthy	3.1925	187	1.02933	.07527
	atleast half an hr	4.0107	187	.95596	.06991
Pair 2	impact work life balance	3.2246	187	.96878	.07084
	Work life balance	3.9733	187	.90657	.06629
Pair 3	monitor sleep	2.9465	187	1.09118	.07979
	Sleep	3.6738	187	1.07539	.07864
Pair 4	tracks carbs	2.6150	187	1.06831	.07812
	Avoid Junk	3.7701	187	.92490	.06764
Pair 5	helps control my life	2.6524	187	1.06863	.07815
	Meditate	2.8984	187	1.15719	.08462

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Table 7- Paired Sample test

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	live healthy - atleast half an hr	-.81818	1.31945	.09649	-1.00853	-.62783	-8.480	186	.000
Pair 2	impact work life balance - Work life balance	-.74866	1.30587	.09549	-.93706	-.56027	-7.840	186	.000
Pair 3	monitor sleep - Sleep	-.72727	1.46113	.10685	-.93806	-.51648	-6.807	186	.000
Pair 4	tracks carbs - Avoid Junk	- 1.15508	1.54242	.11279	-1.37760	-.93256	-10.241	186	.000
Pair 5	helps control my life –meditate	-.24599	1.57720	.11534	-.47352	-.01845	-2.133	186	.034

To find out if quantified self leads to a healthy lifestyle Paired sample t-test was done. Only 5 parameters were compared which had direct impact. All these 5 parameters have significance level of less than .05 which shows that there is significant difference in the lifestyle after using wearable gadget. When we compare the mean values the maximum mean difference is found in Tracks carbs and Avoid junk. There could be an effect of the carb tracking app on the wearable gadget which helps them control their consumption of junk food. (Mean of 1.15). The other pairs too show Mean difference with the mean value of healthy lifestyle greater than the mean value of Quantified Self, We can conclude that respondents lead a healthy lifestyle after using wearable gadget which leads to the quantified self.

Thus we can reject the null hypothesis and accept the alternate hypothesis that there exists a significant difference in the mean values of healthy Lifestyle and Quantified Self.

H5- There exists a significant difference with respect to demographic variables and the perception towards wearable gadgets.

H6. There exists a significant difference with respect to demographic variables and the ego satisfaction .

H7- There exists a significant difference in the demographic variables and healthy lifestyle.

1. Age with Perception, healthy Lifestyle and Ego Satisfaction Table 8- Anova of Age

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Perception	Between Groups	128.934	4	32.233	3.432	.010
	Within Groups	1699.731	181	9.391		
	Total	1828.665	185			
Ego	Between Groups	206.828	4	51.707	2.357	.055
	Within Groups	3970.045	181	21.934		
	Total	4176.874	185			
healthy lifestyle	Between Groups	173.837	4	43.459	4.230	.003
	Within Groups	1869.799	182	10.274		
	Total	2043.637	186			

2. Occupation with Perception, Ego and Healthy lifestyle Table 9- Anova of Occupation

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Perception	Between Groups	26.998	3	8.999	.909	.438
	Within Groups	1801.667	182	9.899		
	Total	1828.665	185			
Ego	Between Groups	160.088	3	53.363	2.418	.068
	Within Groups	4016.786	182	22.070		

	Total	4176.874	185			
healthy lifestyle	Between Groups	30.571	3	10.190	.926	.429
	Within Groups	2013.065	183	11.000		
	Total	2043.637	186			

3. Income with Perception, Ego and Healthy lifestyle Table 10- Anova of Income

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Perception	Between Groups	93.491	3	31.164	3.216	.024
	Within Groups	1715.428	177	9.692		
	Total	1808.919	180			
Ego	Between Groups	44.892	3	14.964	.645	.587
	Within Groups	4104.560	177	23.190		
	Total	4149.451	180			
healthy lifestyle	Between Groups	100.619	3	33.540	3.151	.026
	Within Groups	1894.823	178	10.645		
	Total	1995.442	181			

It is found from the above Anova tables that Perception towards wearable gadgets shows significant difference only with Age and Income, with significance level less than .05. We can conclude that there is a difference in the perception towards wearable gadgets among various age groups. This is also true for various income levels. People with different economic background have different levels of perception towards the wearable gadgets Since 2 out of 3 demographic variables shows significant difference, we can reject the null hypothesis and accept the alternative hypothesis.

Ego satisfaction does not seem to have any significant difference with respect to different age group or Income level or occupation. We can conclude that the Ego satisfaction remains same across all age groups, income levels and different occupations. Here since the significance level is above .05 in all three demographic variables, we accept the null hypothesis

With respect to Healthy Lifestyle again we find that there is a significant difference in age groups and Income levels. Occupation seem to have no effect on the Healthy lifestyle. One becomes more conscious of the health as you age and also your income levels determines how much time you can spend on being healthy. Since 2 out of 3 demographic variables shows significant difference, we can reject the null hypothesis and accept the alternative hypothesis.

4. Gender with Perception, Ego and Healthy Lifestyle

Table 11- Gender
Independent Samples Test

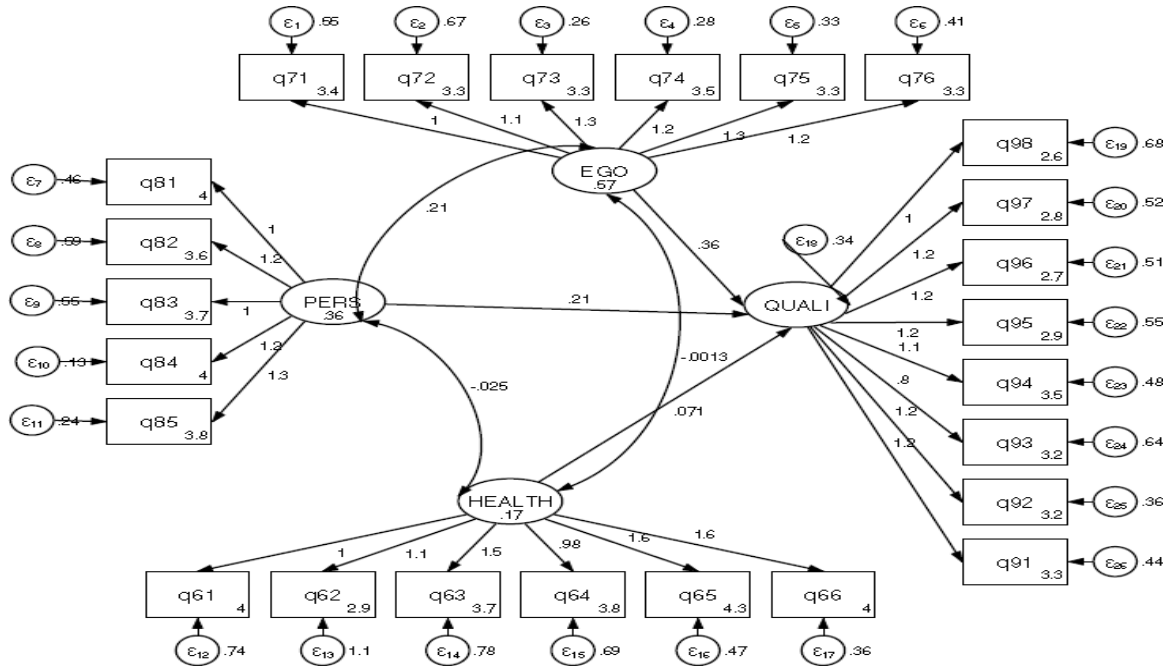
		Levene's Test for Equality of Variances					t-test for Equality of Means		95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
healthy lifestyle	Equal variances assumed	4.211	.042	.992	185	.323	.49965	.50392	-.49451	1.49381
	Equal variances not assumed			.942	119.312	.348	.49965	.53049	-.55074	1.55004
perception	Equal variances assumed	1.647	.201	.082	184	.935	.03933	.48150	-.91064	.98930
	Equal variances not assumed			.087	165.225	.930	.03933	.44985	-.84887	.92753
ego	Equal variances assumed	.004	.948	.972	184	.332	.70553	.72586	-.72654	2.13760
	Equal variances not assumed			.980	140.500	.329	.70553	.71964	-.71720	2.12825

As far as gender is considered, independent t-test was administered to find out if any significant difference existed between male and female with respect to healthy lifestyle, perception towards wearable gadgets and Ego satisfaction. It was found that in all three cases, the significance level was above .05, proving that gender has no influence on healthy lifestyle, Perception towards wearable gadgets, ego satisfaction. Both male and female respond the same way. So here we accept the Null hypothesis.

Purchase behavior of the respondents

To find out the purchase of wearable gadgets and their brand preference, open ended question was asked to the respondents and the findings are as follows:

Structural Equation Modelling



Structural equation model

Number of obs = 187 Estimation method = ml

Log likelihood

= -5638.4275

	Coef.	OIM Std. Err.	P> z		[95% Conf. Interval]
		z			
Structural					
QUALI <-					
EGO	0.36	0.08	4.32	0.00	0.20 0.53
PERS	0.21	0.10	2.20	0.03	0.02 0.40
HEALTH	0.07	0.13	0.54	0.59	-0.18 0.33
Measurement					
q71 <-					
EGO	1.00	(constrained)			
_cons	3.43	0.08	44.26	0.00	3.28 3.58
q72 <-					
EGO	1.07	0.12	9.26	0.00	0.84 1.30
_cons	3.25	0.08	38.67	0.00	3.09 3.42
q73 <-					
EGO	1.27	0.11	11.61	0.00	1.05 1.48
_cons	3.29	0.08	41.61	0.00	3.13 3.44
q74 <-					
EGO	1.20	0.11	11.30	0.00	0.99 1.41
_cons	3.49	0.08	45.57	0.00	3.34 3.64
q75 <-					
EGO	1.25	0.11	11.19	0.00	1.03 1.47
_cons	3.25	0.08	40.34	0.00	3.09 3.41
q76 <-					
EGO	1.20	0.11	10.74	0.00	0.98 1.42
_cons	3.34	0.08	41.42	0.00	3.18 3.50
q81 <-					
PERS	1.00	(constrained)			
_cons	4.05	0.07	60.89	0.00	3.92 4.18

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q82 <-						
PERS	1.23	0.15	8.39	0.00	0.94	1.52
_cons	3.64	0.08	46.56	0.00	3.48	3.79
q83 <-						
PERS	1.02	0.13	7.78	0.00	0.76	1.28
_cons	3.74	0.07	53.12	0.00	3.61	3.88
q84 <-						
PERS	1.20	0.12	10.10	0.00	0.97	1.43
_cons	3.97	0.06	67.23	0.00	3.85	4.08
q85 <-						
PERS	1.29	0.13	9.97	0.00	1.04	1.54
_cons	3.84	0.07	57.11	0.00	3.71	3.98
q61 <-						
HEALTH	1.00	(constrained)				
_cons	4.01	0.07	57.53	0.00	3.87	4.15
q62 <-						
HEALTH	1.14	0.29	3.90	0.00	0.57	1.72
_cons	2.90	0.08	34.34	0.00	2.73	3.06
q63 <-						
HEALTH	1.48	0.32	4.57	0.00	0.84	2.11
_cons	3.67	0.08	46.84	0.00	3.52	3.83
q64 <-						
HEALTH	0.98	0.25	3.89	0.00	0.49	1.48
_cons	3.77	0.07	55.89	0.00	3.64	3.90
q65 <-						
HEALTH	1.56	0.32	4.85	0.00	0.93	2.19
_cons	4.25	0.07	61.86	0.00	4.12	4.39
q66 <-						
HEALTH	1.64	0.34	4.77	0.00	0.97	2.32
_cons	3.97	0.07	60.09	0.00	3.84	4.10
q98 <-						
QUALI	1.00	(constrained)				
_cons	2.61	0.08	33.56	0.00	2.46	2.77
q97 <-						
QUALI	1.21	0.14	8.72	0.00	0.93	1.48
_cons	2.78	0.08	34.90	0.00	2.62	2.94
q96 <-						
QUALI	1.17			0.00	0.90	1.43
_cons	2.65			0.00	2.50	2.81
q95 <-						
QUALI	1.18			0.00	0.90	1.45
_cons	2.95			0.00	2.79	3.10
q94 <-						
QUALI	1.08			0.00	0.82	1.35
_cons	3.52			0.00	3.38	3.67
q93 <-						
QUALI	0.80			0.00	0.57	1.03
_cons	3.22			0.00	3.09	3.36
q92 <-						
QUALI	1.23			0.00	0.95	1.50
_cons	3.19			0.00	3.05	3.34
q91 <-						
QUALI	1.16			0.00	0.88	1.43
_cons	3.30			0.00	3.16	3.45
var(e.q71)	0.55				0.45	0.69
var(e.q72)	0.67				0.54	0.84
var(e.q73)	0.26				0.19	0.34

var(e.q74)	0.28				0.21	0.36
var(e.q75)	0.33				0.26	0.42
var(e.q76)	0.41				0.32	0.52
var(e.q81)	0.46				0.37	0.58
var(e.q82)	0.59				0.47	0.73
var(e.q83)	0.55				0.44	0.68
var(e.q84)	0.13				0.09	0.19
var(e.q85)	0.24				0.18	0.32
var(e.q61)	0.74				0.59	0.92
var(e.q62)	1.11				0.90	1.38
var(e.q63)	0.78				0.62	1.00
var(e.q64)	0.69				0.55	0.86
var(e.q65)	0.47				0.36	0.63
var(e.q66)	0.36				0.26	0.51
var(e.q98)	0.68				0.54	0.85
var(e.q97)	0.52				0.41	0.66
var(e.q96)	0.51				0.40	0.65
var(e.q95)	0.55				0.44	0.70
var(e.q94)	0.48				0.38	0.61
var(e.q93)	0.64				0.52	0.79
var(e.q92)	0.36				0.28	0.47
var(e.q91)	0.44				0.35	0.57
var(e.QUALI)	0.34				0.22	0.52
var(EGO)	0.57				0.40	0.81
var(PERS)	0.36				0.24	0.54
var(HEALTH)	0.17				0.08	0.35
cov(EGO,PERS)	0.21	0.05	4.53	0.00	0.12	0.30
cov(EGO,HEALTH)	0.00	0.03	-0.05	0.96	-0.05	0.05
cov(PERS,HEALTH)	-0.03	0.02	-1.14	0.25	-0.07	0.02

LR test of model vs. saturated: $\chi^2(269) = 551.37, \text{Prob} > \chi^2 = 0.0000$

Fit statistic | **Value Description**

Likelihood ratio				
chi2_ms(269)		551.373		model vs. saturated
p > chi2		0.00		
chi2_bs(300)		2691.558		baseline vs. saturated
p > chi2		0.00		
Population error				
RMSEA		0.075		Root mean squared error of approximation
90% CI, lowerbound		0.066		
upper bound		0.084		
pclose		0.00		Probability RMSEA <= 0.05
Informationcriteria				
AIC		11438.86		Akaike's information criterion
BIC		11700.58		Bayesian information criterion

Baseline comparison				
CFI		0.882		Comparative fit index
TLI		0.868		Tucker-Lewis index
Size of residuals				
SRMR		0.07		Standardized root mean squared residual
CD		0.998		Coefficient of determination

Equation-level goodness of fit

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			Variance predicted			R-squared		
depvars		fitted		residual			mc	mc2
observed								
q71		1.121794	0.566822	0.554972		0.505282	0.710832	0.505282
q72		1.321857	0.649781	0.672076		0.491567	0.701118	0.491567
q73		1.167949	0.912179	0.25577		0.78101	0.883748	0.78101
q74		1.094741	0.816751	0.27799		0.746068	0.863752	0.746068
q75		1.214905	0.885781	0.329124		0.729095	0.853871	0.729095
q76		1.217992	0.812642	0.40535		0.667198	0.816822	0.667198
q81		0.826561	0.36485	0.46171		0.441408	0.664385	0.441408
q82		1.140496	0.554581	0.585915		0.486263	0.697326	0.486263
q83		0.928766	0.379744	0.549022		0.408869	0.639429	0.408869
q84		0.651377	0.524566	0.126811		0.805319	0.897396	0.805319
q85		0.847608	0.605681	0.241927		0.714577	0.845326	0.714577
q61		0.908977	0.167843	0.741134		0.184651	0.42971	0.184651
q62		1.331922	0.218849	1.113073		0.164311	0.405353	0.164311
q63		1.150276	0.366083	0.784192		0.318257	0.564143	0.318257
q64		0.850868	0.161706	0.689162		0.190048	0.435945	0.190048
q65		0.883354	0.408474	0.47488		0.462412	0.680009	0.462412
q66		0.817467	0.453014	0.364453		0.554168	0.744424	0.554168
q98		1.135177	0.458705	0.676472		0.404083	0.635675	0.404083
q97		1.187223	0.667065	0.520158		0.56187	0.74958	0.56187
q96		1.135863	0.623122	0.512741		0.548589	0.740668	0.548589
q95		1.184306	0.633793	0.550513		0.53516	0.731546	0.53516
q94		1.019474	0.536418	0.483056		0.526171	0.725377	0.526171
q93		0.933513	0.294769	0.638744		0.315763	0.561928	0.315763
q92		1.053848	0.689339	0.364509		0.654116	0.808775	0.654116
q91		1.056822	0.613822	0.443		0.580819	0.762115	0.580819
latent								
QUALI		0.458705	0.123552	0.335153		0.26935	0.518989	0.26935
overall						0.998019		

Covariances of exogenous variables

|latent

Phi | EGO PERS HEALTH

latent |

EGO	.5668217		
PERS	.2079286	.3648504	
HEALTH	-.0013176	-.0254452	.167843

DISCUSSION AND IMPLICATIONS

Quantified self or Quantified consumers are those people who prefer to measure every activity of their life so that they feel that they are in control of their life. One of the main objectives of the study was to find out if a positive perception towards the wearable gadgets leads to higher ego satisfaction and healthy lifestyle leading to a Quantified self. It is observed from the study that a positive perception towards wearable gadgets leads to higher ego satisfaction among the users. The users feel proud of owning or possessing a wearable device. It is also seen that positive perception towards wearable gadgets has a direct correlation to quantified self. It implies that those who are Quantified consumers have a positive perception towards wearable gadgets. They are able to lead a quantified life because of these wearable gadgets. These gadgets help them achieve their life objectives and they feel control of their life. But surprisingly it is found that leading a healthy lifestyle has no relation to the perception towards wearable gadgets. People who lead healthy lifestyle need not use a wearable device. It was also found that healthy lifestyle was not a predictor for quantified Self. Healthy lifestyle is not influenced by any other variable. We can imply that people who maintain healthy lifestyle do so, not because of the influence of any extrinsic factors. It could be more due to intrinsic variables. It is also inferred from the study that a quantified person also leads a healthy life. As far as demographic variables are concerned, Gender and Occupation does not have any influence on the perception towards wearable gadgets or ego satisfaction or even healthy lifestyle. This study mainly tried to find out if there was any link between the quantified self and the perception towards wearable devices and this study proves that it is so.

CONCLUSION

This research study provides insight into the quantified self and the predictors for that. Perception towards wearable gadgets is seen as the main predictor. The study also found that leading a healthy life is independent of the Quantified Self. Healthy lifestyle is more dependent on intrinsic factors which this study has not touched upon. There is scope for further research in that area. A quantified self also ensures that you lead a healthy life. Usually wearable devices are worn by people who like to engage in some physical activity with the goal of looking good. So it is only natural that these devices boost their ego and makes them feel and look good. In the pursuit of success consumers have become more quantified which gives them a sense of control. Further studies can be conducted measuring success in one's life to quantified self.

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