



## A Comparative Study on Xiaomi Smart Watch and Apple Smart Watch

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### ABSTRACT

The Study aims to provide a comparative analysis of two leading smartwatch brands, Xiaomi and Apple, in terms of their features, design, functionality, and overall user experience. The study adopts a mixed-methods approach, combining both quantitative and qualitative data collection methods. A survey questionnaire is administered to a sample of smartwatch users, and participants are asked to rate and provide feedback on various aspects of the Xiaomi and Apple smartwatches. Additionally, objective data such as specifications, pricing, and software capabilities are gathered through secondary research. This project is an analytical study based on random sampling to ascertain the usage and satisfaction level and Customers attitude towards these brands.

### 1.1 INTRODUCTION

Xiaomi and Apple are two of the leading tech giants in the world, each offering their own unique take on the smartwatch. While the Apple Watch has been the dominant player in the smartwatch market, Xiaomi has been making strides with its own line of smartwatches. Both companies offer a range of smartwatches with varying features and price points, catering to a wide range of consumers. In this comparative study, we will explore the similarities and differences between Xiaomi and Apple smartwatches, including design, features, performance, battery life, and price, in order to help consumers make an informed decision when choosing between the two brands. Xiaomi and Apple are two of the most prominent companies in the smartwatch market. Both have released various models over the years, and each has its own strengths and weaknesses. Design wise both Xiaomi and Apple smartwatches come in sleek designs that are appealing to users. Apple smartwatches have a more premium feel and come in a wider variety of styles, while

### 1.2 OBJECTIVES OF THE STUDY

The main objectives of this study are, to identify the factors that influence the customers to purchase the smart watch towards both companies, to understand the customer preference towards each brand in Xiaomi and Apple, to evaluate the features that the customer expect on latest feature, to assess the customer support and after-sales service provided by Xiaomi and Apple for their respective smart watches.

### 1.3 SCOPE OF THE STUDY

In the modern business world due to the development of science and technology, many new brands are introduced with new technology. This study can be viewed from a qualitative as well as quantitative nature since it tries to know the opinions, views, and suggestions of consumer buying behaviour and the preference for buying smart watches. This study is an attempt to study consumer buying behavior and preferences towards Xiaomi and Apple brands in the market.

### 1.4 STATEMENT OF THE PROBLEM

With the growing popularity of smart watches, customers are faced with an overwhelming number of choices when it comes to selecting the right one for their needs. Xiaomi and Apple are two major players in the smart watch market, offering a range of features and functionalities to attract customers. This study aims to address this gap by conducting a comparative analysis of Xiaomi and Apple smart watches, evaluating their features, customer support, after-sales service, and other factors that influence customer purchase decisions.

### 1.5 LIMITATIONS OF THE STUDY

The study was primarily limited by small sample size. The primary data collected should not be accurate, it may be biased. The project does not include case study related to hackers and fraud.

## 1.6 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. The science of method is Termed as research methodology. It includes techniques that have been used for conducting the research. This methodology includes the following details. The Area of study is confined to Coimbatore City. Nature of Population are from peoples on both urban and rural areas. Banking customers are the samples. The Sample size of the study will be 100 respondents. Data collected through Questionnaire was prepared in master table. In order to Analysis and Interpret the data, Percentage Analysis, Chi square Test, Rank Analysis are used in this study.

## 2.1 REVIEW OF LITERATURE

### (XIAOMI)

**Suryanto, T., Wibowo, N., Faroqi, A., & Afandi, A. (2023).** This paper examines soccer players' behavior's impact on using smartwatches as a training monitoring tool. This study uses a quantitative approach involving as many as 128 soccer players to complete a research questionnaire with face to face (offline).

**Hamzah, Z. L., Waqas, M., Rahman, R. B., & Ghazali, E. (2023).** This study adopted a mixed-method approach in the form of netnography and semi-structured interviews to explore the benefits that lead to the repurchase intention of smart wearables. Results revealed that consumers look for technological features and agency-based factors that facilitate their technological extension and subtraction.

**Casagrande, M., Losiouk, E., Conti, M., Payer, M., & Antonioli, D. (2022).** Xiaomi is the leading company in the fitness tracking industry. Successful attacks on its fitness tracking ecosystem would result in severe consequences, including the loss of sensitive health and personal data. Despite these relevant risks, we know very little about the security mechanisms adopted by Xiaomi.

### (APPLE)

**Spaccarotella, C., Polimeni, A., Mancuso, C., Pelaia, G., Esposito, G., & Indolfi, C. (2022).** The smartwatch Apple Watch 6 was developed with a new sensor and an app that allows taking on-demand readings of blood oxygen and background readings, day and night. The present study aimed to assess the feasibility and agreement of the Apple Watch 6 compared with a standard SpO2 monitoring system to assess normal and pathological oxygen saturation.

**Ben Sin, (2022),** Apple's new Watch Ultra is a maximal wearable with new features designed to make life easier for mountaineers, deep sea divers, endurance sports athletes, and people who don't spend their days in front of a laptop screen in general. I am none of these things, but even as a merely semi-active urbanite, I can see the appeal of the Apple Watch Ultra it's got a bigger, brighter screen that's easier to read even from a distance

**Caitlin McGarry and Nick Guy,(2022),** We've tested all of Apple's 2022 Apple Watch models to determine which version is right for your needs and budget. If you have an iPhone and you want a smartwatch, buying an Apple Watch is a no-brainer, and for most people, the Apple Watch Series 8 is the best option available. But with all of Apple's newly introduced watches, deciding which Apple Watch to choose is harder than ever

## 4. ANALYSIS

### 4.1 PERCENTAGE ANALYSIS

Particular	Frequency	Percentage
<b>Features looking for when you buy smartwatch</b>		
Pricing	23	23%
Battery Life	18	18%
Fitness tracking	17	17%
OS and app selection	21	21%
Display	21	21%
<b>How do you about these brands</b>		
Internet	59	59%
Journal	2	2%
Advertisement	11	11%
Friends	26	26%
Family	2	2%
<b>Where they purchase</b>		
Ordinary showrooms	11	11%
Exclusive showrooms	35	35%
Online shopping	54	54%
<b>Factors influence to buy xiaomi smart watch</b>		

Price	27	27%
Display	15	15%
Quality	22	22%
Features	19	19%
Battery	17	17%
Others	1	1%
<b>Factors influence to buy apple smart watch</b>		
Price	10	10%
Display	18	18%
Quality	33	33%
Features	21	21%
Battery	17	17%
Others	1	1%

Source: Primary data

#### INTERPRETATION

The above table shows that 23% of the Respondents are looking for pricing, 59% of the respondents are known these brands by internet, 54% of the respondents will buy from online shopping, 27% of the respondents belongs to price that influence to buy xiaomi smart watch and 33% of the respondents belongs to quality that influence to buy apple smart watch.

#### 4.2 RANK ANALYSIS

TABLE 4.2.1

##### RANKING ANALYSIS FOR SATISFACTION LEVEL TOWARDS XIAOMI SMART WATCH

OVERALL BUYING BEHAVIOUR	LEVELS					TOTAL	RANK
	Highly Satisfied	Satisfied	Neu tral	Highly Dissatisfied	Dis satisfied		
Price	67	21	11	0	1	147	5
Display	37	40	21	2	0	188	1
Battery life	38	40	20	2	0	186	2
Design	39	39	19	3	0	185	3
Water resistant	49	31	17	1	2	176	4

#### INTERPRETATION:

The above table depicts that the level of the customers satisfaction level of Xiaomi smart watch that the highest rank towards "Display", Second rank towards "Battery life", Third rank towards "Design", Fourth towards "Water-Resistant", Fifth towards "Price".

TABLE 4.2.2

##### RANKING ANALYSIS FOR SATISFACTION LEVEL TOWARDS APPLE SMART WATCH

RANKING FOR OVERALL BUYING BEHAVIOUR	LEVELS					TOTAL	RANK
	Highly Satisfied	Satisfied	Neu tral	Highly Dissatisfied	Dissatisfied		
Price	14	7	24	37	18	338	1
Display	53	28	17	2	0	168	5
Battery life	40	34	25	1	0	184	2
Design	48	66	54	4	0	172	4
Water resistant	46	37	16	1	0	173	3

#### INTERPRETATION:

The above table depicts that the level of the customers satisfaction level of Apple smart watch that the highest rank towards “Price”, Second rank towards “Battery life”, Third rank towards “Water-Resistant’, Fourth rank towards ”Design”, Fifth towards ” Display”.

**4.3 CHI – SQUARE TEST:**

**TABLE NO 4.3.1**

**RELATIONSHIP OF OCCUPATION & XIAOMI SMART WATCH PRICE**

OCCUPATION / XIAOMI SMART WATCH PRICE	LEVELS					TOTAL
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	
Student	56	15	7	0	1	79
Private Employee	6	3	2	0	0	11
Profession	3	2	1	0	0	6
Government Employee	3	0	2	0	0	4
<b>TOTAL</b>	68	20	11	0	1	100

Chi-Square Value  $\chi^2 = \sum (O-E)^2 / E$

= 0.091849

Degree of freedom = (row-1) (column-1)

= (4-1) (5-1)

= (3) (4)

Degree of freedom = 12

Significance Level = 0.05

Table Value = 21.026

$\chi^2$  Calculated Value >  $\chi^2$  Tabular Value

**HYPOTHESIS:**

H0 There is no significant relationship between occupation and xiaomi smart watch price.

**INTERPRETATION:**

In the above analysis the calculated value (0.091849) is lower than the table value (21.026) at the level of 0.05 significance. Hence there is no significant relationship between occupation and xiaomi smart watch price.

**TABLE NO 4.3.2**

**RELATIONSHIP OF OCCUPATION & APPLE SMART WATCH PRICE**

OCCUPATION / APPLE SMART WATCH PRICE	LEVELS					TOTAL
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	
Student	54	12	7	0	6	79
Private Employee	6	3	2	0	0	11
Profession	3	2	1	0	0	6
Government Employee	3	0	1	0	0	4
<b>TOTAL</b>	66	17	11	0	6	100

Chi-Square Value  $\chi^2 = \sum (O-E)^2 / E$

= 0.065994

**Degree of freedom = (row-1) (column-1)**

$$= (4-1) (5-1)$$

$$= (3) (4)$$

$$= 12$$

**Significance Level = 0.05**

**Table Value= 21.026**

X 2 Calculated Value > X2 Tabular Value

**HYPOTHESIS:**

H0 There is no significant relationship between occupation and xiaomi smart watch price.

**INTERPRETATION:**

In the above analysis the calculated value (0.065994) is lower than the table value (21.026) at the level of 0.05 significance. Hence there is no significant relationship between occupation and understand apple smart watch price.

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**5.1 FINDINGS:**

1. Majority of 71% of respondents are male.
2. Majority of 83% of respondents are from the age 18-25.
3. Majority of 78% of respondents are undergraduate.
4. Majority of 79% of respondents are students.
5. Majority of 89% of the respondents are unmarried.
6. Majority of 40% of the respondents are 15000 - 25000.
7. Majority of 36% of respondents are semi urban.
8. Majority of 77% of respondents owned a smart watch.
9. Majority of 68 % of respondents choose the xiaomi smart watch.
10. Majority of 75% of respondents choose for display.
11. Majority of 65% of respondents wear smartwatch daily .
12. Majority of 96% of respondents need water-resistant or waterproof.
13. Majority of 59% of respondents are know by Internet, .
14. Majority of 54% of respondents will buy from Online shopping.
15. Majority of 27% of respondents influenced by price of xiaomi smart watch.
16. Majority of 33% of respondents influenced by quality of apple smart watch.
17. Majority of 59% of respondents are belongs to android

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**5.2 SUGGESTION:**

- Both companies could work on making their smartwatches more durable and resistant to damage from accidental drops and impacts.
- Xiaomi could improve the battery life of their smartwatches as some users have reported that it drains quickly, especially when using features like GPS and music streaming.
- Apple could consider making their smartwatches more affordable for the average consumer, as the high price point may deter some potential buyers.

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### 5.3 CONCLUSION:

Xiaomi Smartwatch and Apple Smartwatch are two popular smartwatch brands with distinct features and functionalities. The Xiaomi Smartwatch offers a range of features at an affordable price, such as long battery life, fitness tracking, and sleep monitoring. On the other hand, the Apple Smartwatch provides advanced features like cellular connectivity, voice assistant, and a wide range of third-party app support. Overall, both smartwatches have their strengths and weaknesses, and the choice between them depends on the user's needs and preferences. While the Xiaomi Smartwatch is a good budget option with basic features, the Apple Smartwatch offers a premium experience with advanced features and customization options. On the basis of the results of this study it was concluded that customers of Coimbatore prefer wearing smartwatch on regular purposes including gym, training athletes. They agreed that the behaviour of customer service representative of the brand was friendly and courteous. This exhibited their strong association with the brand and their loyalty. Respondents were expect some sort of discount to be offered in apple brand and some more improvements

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