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## **A Study on Consumer Satisfaction towards Fire Bolt Smart Watches**

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### **ABSTRACT**

In the rapidly growing smartwatch industry, consumer satisfaction plays a crucial role in brand preference and market sustainability. This study focuses on consumer satisfaction towards Fire-Bolt smartwatches, analyzing key factors such as product features, pricing, durability, user experience, and after-sales service. By collecting data from Fire-Bolt smartwatch users, this research aims to identify consumer preferences, expectations, and areas for improvement. The findings will provide insights into customer perception and help manufacturers enhance product quality and service standards. Ultimately, this study contributes to understanding consumer behavior in the smartwatch segment, guiding future innovations and marketing strategies.

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### **INTRODUCTION**

Fire-Bolt is an Indian consumer electronics brand specializing in smartwatches and audio devices. Since its inception, the company has rapidly gained popularity in the Indian wearable market, emerging as one of the top-selling smartwatch brands. Known for its affordable yet feature-rich products, Fire-Bolt has positioned itself as a strong competitor against global giants like Apple, Samsung, and Garmin in the budget and mid-range smartwatch segments. The company focuses on offering stylish, technologically advanced, and health-oriented smartwatches to cater to a broad consumer base.

This study examines the consumer satisfaction in fire bolt smartwatch identifying key factors affecting purchasing decision and user experience. The insights will help forebolt refine contributing to the boarder understanding of industry trends and evolving consumer preferences.

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### **OBJECTIVES OF THE STUDY**

1. To study about the problem faced by the consumer
2. To understand about the consumer preferences and their expectations regarding the product quality, packaging, availability and pricing.
3. To find out whether the consumers are satisfied with firebolt smart watches.
4. To enhance consumer service responsiveness and efficiency to resolve issues.
5. To encourage repeat purchase through high levels of consumer satisfaction.

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### **SCOPE OF THE STUDY**

The research project is to identify the study aims to assess consumer satisfaction with fire bolt watches focusing on their features, usability, and overall experience. Through a comprehensive survey of fire bolt users, this research investigates factors influencing satisfaction, including designs, battery life, health and fitness tracking, connectivity with other devices and app availability. By analyzing the collected data, the study intends to provide insights into the key drivers of consumer satisfaction and potential areas for improvement in the smart watch industry. The findings contribute to a better understanding of user preferences and expectations, aiding manufacturers in enhancing their products to meet evolving consumer demands and ultimately fostering a more satisfying watch ownership.

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### **LIMITATION OF THE STUDY**

1. This study focuses on consumer satisfaction only
2. Number of responses are limited
3. Consumer satisfaction varies from persons to persons

#### 4. Lack of technical awareness

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### STATEMENT OF PROBLEM

There are challenges in making consumer completely satisfied with these products, some consumers may not have the idea about using the watch. Some consumers have reported that only one watch face can be edited on their smart watch. There are issues in syncing faces to their firebolt smart watch. Other issues are poor battery life, weak Bluetooth connectivity, software glitches or display hang and nonfunctioning touch features. To address these challenges firebolt smart watches needs to understand consumer preference better and improve their overall experience with the brand.

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### RESEARCH METHODOLOGY

The study is based on primary data collected from respondents in Coimbatore City. Using a simple random sampling method, a sample of 136 fire bolt smart watches was randomly selected and interviewed to gather detailed information regarding their satisfaction with fire bolt smart watches. The direct questionnaire method was employed to collect information from the respondents. The collected data were then tabulated and analyzed using simple statistical techniques.

#### \* AREA OF STUDY

This study was fully executed within Coimbatore city.

#### \* SAMPLE SIZE

The sample size of this study is around 136 respondents, and convenient random sampling technique is done for this study.

#### \* DATA SOURCE

For the purposes of this investigation, primary data and secondary data were collected in the form of a questionnaire, which was sent to the general public. The questions in the questionnaire were designed to be easy to read, understand and complete.

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### RESEARCH TOOL

#### ➤ SIMPLE PERCENTAGE

#### SIMPLE PERCENTAGE

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation through the use of percentage the data are reduced in the standard form with base equal to 100 which fact facilities relative comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents into hundred and they are divided by the sample size

$$= \frac{\text{No. of respondent}}{\text{Sample size}} \times 100$$

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### REVIEW OF LITERATURE

**Anil Puniya (2024):** Anil praised the Fire-Boltt Supernova for its sleek design and vibrant display. He highlighted its health tracking features, including heart rate and SpO2 monitoring, and appreciated the impressive battery life lasting 7-10 days.

2. **Arun K. (2024):** Arun found the Fire-Boltt Onyx to offer great value, noting its sleek design, solid build quality, and responsive touchscreen. He commended its fitness tracking capabilities and impressive battery life.

3. **Kishore (2024):** Kishore described the Fire-Boltt Onyx as a superb smartwatch with good build quality and functionality. He expressed satisfaction with his purchase, emphasizing its overall excellence.

4. **Abhijit Shejol (2025):** Abhijit hailed the Fire-Boltt Brillia as a game-changer, appreciating its large, vibrant display and comprehensive health tracking features. He also noted the impressive battery life lasting 5-7 days.

## INDUSTRY OVERVIEW

### 3.1 INDUSTRY OVERVIEW

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Fire-Bolt was founded by Arnav Kishore and Aayushi Kishore with the vision of making smart technology accessible to the masses. Recognizing the increasing demand for wearable tech in India, they aimed to provide high-quality smartwatches packed with features at competitive prices. The brand quickly gained traction due to its strategic marketing, strong online presence, and a commitment to continuous innovation. Its smartwatches offer various functionalities, including heart rate monitoring, SpO2 tracking, fitness tracking, sleep monitoring, Bluetooth calling, and multiple sports modes. By integrating advanced health-tracking features, Fire-Bolt has aligned itself with the growing consumer focus on health and fitness.

One of the key factors behind Fire-Bolt’s success is its aggressive pricing strategy. The company offers a wide range of smartwatches catering to different budget segments, ensuring that consumers from various economic backgrounds can afford high-tech wearables. Unlike premium brands that charge a premium for similar features, Fire-Bolt provides feature-packed smartwatches at a fraction of the cost, making it a popular choice among price-sensitive Indian consumers. This pricing strategy, combined with regular product launches and continuous improvements in features, has helped Fire-Bolt stay relevant in an increasingly competitive market.

TABLE

## ANALYZIS AND INTERPRETATION

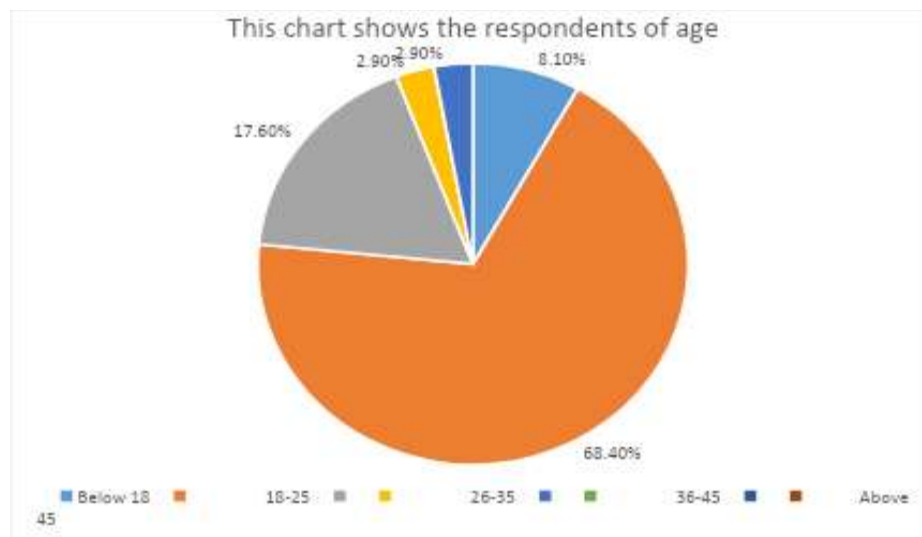
This table shows the age of respondents

PARTICULARS	NUMBER OF RECONDENTS	PERCENTAGE
Below 18	11	8.1%
18-25	93	68.4%
26-35	24	17.6%
36-45	4	2.9%
Above 45	4	2.9%
TOTAL	136	100

### INTERPRETATION

From the above data it was found that 8.1% of respondents were below the age of 18, 18-25 were 68.4%, 26-35 were 17.6%, 36-45 were 2.9%, and above 45 were 2.9%

CHART



**INFERENCE**

The majority of respondents 68.40% are between the age of 18-25

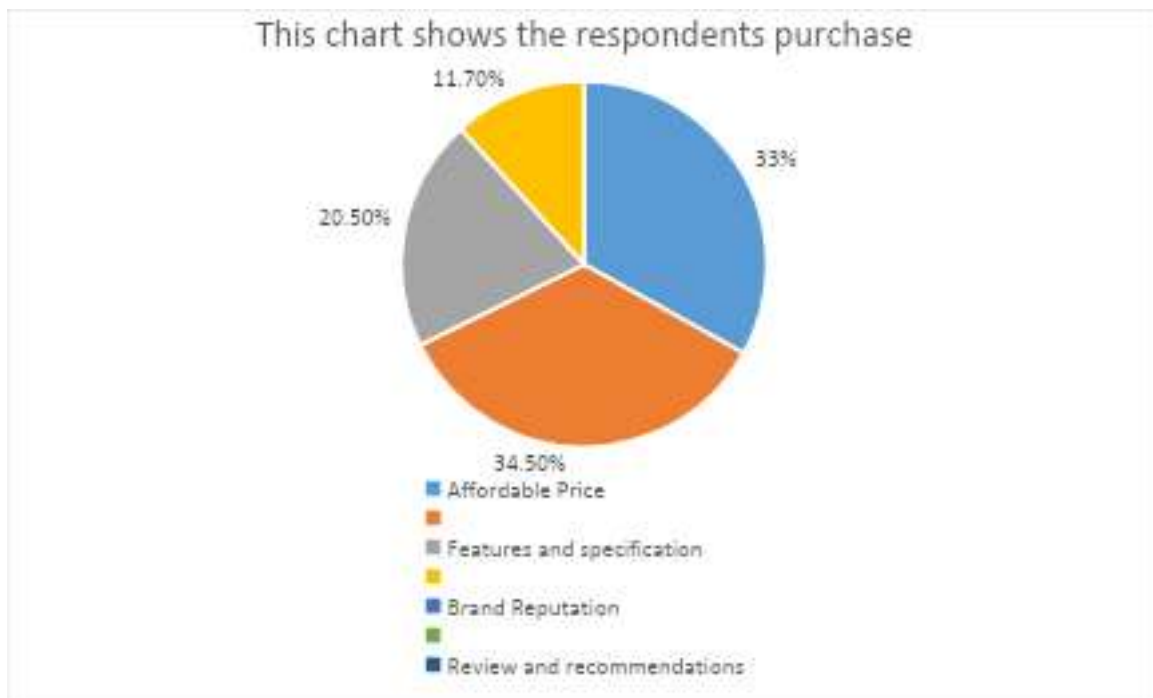
**TABLE**

This table shows the purchase of Fire Bolt Smart Watch of respondents

PARTICULARS	TOTAL NUMBER OF RESPONDENTS	PERCENTAGE
Affordable Price	45	33%
Features and specification	47	34.5%
Brand Reputation	28	20.5%
Review and recommendations	16	11.7%
TOTAL	136	100%

**INTERPRETATION**

From the above data it was found 33% of the respondents purchased their smart watch for Affordable Price, 34.5% purchased their smart watch for Features and specification, the remaining 20.5% and 11.7% shows the least respondents in Brand Reputation and Review and recommendations.

**CHART****INFERENCE**

The majority of respondents 34.50% purchased for features and specification.

**FINDINGS**

1. The predominant age group is 18-25 (68.4%), followed by respondents below 18 age (17.6%).
2. The majority of respondents are male (63.2%), while female respondents constitute (36.8%).
3. A significant portion of respondents are students (55.9%), indicating that Fire bolt smart watch are highly preferred by young consumers
4. Almost half (42.6%), of the respondents have monthly income below 20,000 suggesting that affordability play a key role in their purchase decision.
5. Social media (42.6%), of the respondents learned about the fire bolt smart watches this shows that social media plays an maximum part in this study.
6. Features and specification (34.5%), of respondents which has the significant portion in purchasing fire bolt smart watches.

7. (48.5%) purchased below 2,000 as it is cost effective and budget friendly.
8. The majority of respondents chose good which has the percentage of 54.4 for the design and aesthetics of the fore bolt smart watches.

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## SUGGESTION

1. Improve Accuracy & Battery Life – Since 33.1% of respondents want more accurate tracking and 32.4% seek better battery life, Fire-Boltt should focus on improving sensor accuracy and battery optimization.
2. Software & UI Improvements – 27.2% want an improved software experience, indicating a need for smoother UI, fewer bugs, and better app synchronization.
3. Customization & Build Quality – Since only 8.8% prefer custom watch faces and 7.4% want better design, Fire-Boltt can introduce more premium build options and better strap quality.
4. Target Students & Young Professionals – Since 55.9% of respondents are students and 29.4% are working professionals, marketing campaigns should focus on affordability, fitness tracking, and productivity features.
5. Social Media & Influencer Marketing – With 42.6% learning about Fire-Boltt through social media, collaborations with influencers and fitness enthusiasts can increase brand awareness.
6. Enhance Customer Support – Since 11.7% rated customer support as poor, Fire-Boltt should improve response times and service quality.

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## CONCLUSION

The study on consumer satisfaction towards Fire-Boltt smartwatches reveals key insights into customer preferences, expectations, and overall brand perception. Based on the findings, it is evident that factors such as affordability, features, battery life, and design play a crucial role in influencing consumer satisfaction. While Fire-Boltt smartwatches are appreciated for their value-for-money proposition, some areas, such as software optimization and after-sales service, may require improvement to enhance customer experience.

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