Parents Perception on Child Safety Wearable Device – A Survey in South Bangalore

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ABSTRACT

In a contemporary family setup, when both parents are working, it becomes difficult for them to accompany their child wherever they go. But with advances in internet and mobile applications there are many smart devices introduced in the market which enables parents to track their kids and ensure their safety. Therefore a survey was conducted on 110 parents of south Bangalore who purchased a smart wearable device (Smart watch) for their kids. It was found that most of the parents are happy with this device and they feel it can lead to a safer community.

Key words
Smart watch, wearable device, kid’s safety, parents

INTRODUCTION

These days we hear a lot of incidents befalling on kids. Most of the parents are worried about their child safety especially for age group between six years to eleven years. Children in that age group usually do not carry mobile phones. Even schools do not allow phones on the campus as well. Therefore it becomes difficult for working parents to monitor their kids and keep track of them daily. Even children can feel distant from their parent and are helpless to approach them when in need. Technology, on the other hand, is ubiquitous. It is changing the lifestyle and making life more convenient. There are number of devices introduced in the market which can make parents worry free. One such device is smart watches. Smart watches can perform number of activities for an individual like Voice calling through Mobile application, tracking the location using GPS Technology, geo-fencing (alerts parents and guardians) and message. There are also devices that include cellular connectivity in which kids can make an SOS (Save Our Souls) call to a designated number from their smart watch. This technology helps young parents to connect to their children and capture those moments of togetherness, even when they are apart. Feiner (1999) in his studies considers social acceptance of a wearable device as a major influence of the tracking accuracy. He further adds that what we share or what information we release to be tracked may also depend upon social protocols. On the other hand, Billinghurst and Starner (1999) indicated that a wearable device should satisfy three goals: they must be mobile, they must augment reality, and they must provide context sensitivity in order to have some practical value in the real world. Therefore a survey was undertaken to find out what parents think about this technology in markets.

MATERIALS AND METHODOLOGY

This study was intended to find out the perception of parents on future wearable technology (Smart watch). The survey was conducted through closed end questionnaire on parents who purchased smart wearable device for kids. Around 200 respondents were selected randomly, from south Bangalore and further filtered down to 110 sample size.

RESULTS AND DISCUSSIONS

The collected data was populated in excel, converted to percentage and inferences were drawn through graphs as follows:

Fig. Parents Age Group
INFERENCES

It is observed that smart device was purchased by parents belonging to the age group of 31-35 years (32%) with annual income of 11-20 Lakhs (64%) having single child (65%). Further it was noticed that parents are satisfied (53%) with this device and equal proportion of respondents use it for tracking and non-tracking their kids respectively (41% each). The parents agreed (47%) to recommend this device since it leads to safer community (69%), child safety (53%) and can also be useful for physically challenged (61%).

J Harris (2011) states e-watch device provides users with internet capability, GPS technology and a silent alarm for emergencies. Men and women of any age can use it to exchange digital images and messages with other e-watch users and with other cellular and smart phone users, as well as to an associated website. He also stated that everyone could benefit from the e-watch device, whether to use it to ensure they do not miss an important business call, to check in with friends, or to browse the Internet. Since such device is emerging in Indian markets, the study helped researchers to know customers response towards the device. It showed that parents who purchased this device for their kids are highly satisfied and are spreading good word of mouth. They are happy to recommend the product to their friends also. The purchased customers said single device is sufficient to meet their requirements in terms of child safety.

CONCLUSION

K Chadha (1998) in his paper said that, as the world enters the age of growing mobility, devices on physical location will become an important feature of mobile communications structure and facilities. Now days with the advent of GPS, tracking and location awareness is possible. Though smart watches are becoming increasingly popular, empirical studies on user perceptions are still in infancy stage (Ki Joon Kim, Dong-Hee Shin, 2015). This research can facilitate other researchers for further study on brand preference or awareness of these products. The other areas like CRM, quality of product and other features of products can also be explored.

REFERENCES


