

Wearable Technology and Social Media: An Insight of Consumer Buying Behaviour

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ABSTRACT

Social media is a method of communication that helps the community in interaction and content-sharing, such as Facebook, Google Plus, Twitter, LinkedIn, Wikipedia, Pinterest. Social media has become a part of daily life people use. Most of the online media will provides user with a social components comment fields in their website. In conducting business online, businesses will often use social media as a tool in conducting several activities such as marketing their products, brand advertising, as well as used form good relationships with customers. Social media marketing help some company expand their business, it is wider global reach. In this technology advance era, people are living in the environment which is full of electronic devices. People start to realize that the electronic devices such as smartphone can bring a lot of benefit to them. Furthermore, smartwatch is a wearable device which can bring the similar benefit like smartphone which can use as a navigation and call for other people. Statista (2016) has reported that wearable device market has been growing since 2015 and Asia Pacific has recorded the second biggest wearable devices sales with 30.4 million unit sales. Tandon (2015) found that smartwatch in Malaysia had function as major to control music, incoming messages and mail by 22%. As Malaysia is one of the members of Asia Pacific, thus, it is an interest to study the smartwatch in Malaysia. Wearable technology is based on rigid or bendable conventional electronics powered by rigid batteries. This includes mobile phone peripherals. In other cases, wearable technology is more "destructive," including distributed clothing and textiles. The ability to tightly integrate electronic devices. In this case, the development is not obvious because the device must be ironed, flexible, no collapsible, sometimes printable or translucent. Wearable device system should be installed once or continuously, it must have battery consumption, and can inform all health-related information wirelessly without restricting its users in any way.

Keywords: wearable technology; social media; buying behaviour; perceived usefulness; Malaysia