



# INVESTIGATE THE GEN-Z SWITCHING BEHAVIOR OF SMART BANDS

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**Abstract:** This abstract presents a concise overview of a comprehensive study aimed at unraveling the switching behavior of Generation Z (Gen Z) consumers within the context of the smart band market. Gen Z, often characterized as tech-savvy and highly discerning, plays a pivotal role in shaping the consumer electronics landscape. This study seeks to shed light on the dynamic factors that influence their decision-making process when it comes to adopting, retaining, or switching smartbands. The focus of this research is to examine the impact of customer satisfaction, Customer expectation and customer loyalty on customer switching behavior. The research design is based on quantitative research thus the data was collected using convenience sampling technique through the questionnaire designed by incorporating various items from the literature review. Five Point Likert's Scale was employed to collect the primary data, and SPSS was used to analyze and compute the results. Convenience sampling method is used to gather data.

**Keywords-** Customer Satisfaction, Customer Loyalty, Customer Expectation, Customer Switching Behaviour.

## 1. Introduction

Wearable technology has grown in popularity and is now a creative way to assess a user's fitness and health metrics (Higgins, 2016). The wearable device market was expected to keep growing and generate more than 17 billion USD in revenues in 2024, with 368.86 million users worldwide, according to Statista (2020). The main segment of the wearable device market is fitness wearable devices, which include smartwatches and smart bands (Hong et al., 2017; Tehrani & Michael, 2014). Users of smart bands can gain from them in various ways, including access to personal health statistics like sleep, calories burned, and heart rate. Additionally, FWD can do more than swap. Observe the user's progress of improvement, but also offer feedback and suggestions based on the user's particular health issues (Li et al., 2016).

Gen Z has arrived with modern gadgets under their arms and is more versed in them. In reality, people are marked with internet usage and presumed to have it in their DNA. The internet has stormed into their homes, education, living, and socializing. Gen Z, the masters of technology, may neglect interpersonal relationships but dominate the social world through the internet. Online gurus and YouTubers predominantly influence their lifestyles. They demand everything immediately due to their digital world influence and are immersed in it.

Gen Z is the segment of people born between 1995 and 2010 (Priporas et al., 2019). Each generation identifies through specific values, beliefs, attitudes, and experiences, generating distinctive consumer behavior characteristics. The first half of the generation has already entered the working population and has a stable earning capacity. They are essential to the workforce as they possess more disposable income and significant purchasing power. The Gen Z population is more risk-averse and pragmatic financially than the millennials.

Lack of brand-specific attachment, shopping around for the best deal at the moment, valuing the brand ethics, shopping via social media, and social responsibility are the few behavioral characteristics of this generation. Other key influences on Gen Z are tech savvy, interest in social causes and a solid individualistic streak. These people often perform research and weigh up options while making a buying decision; hence, they can be called informed consumers.

The tech-savvy character of Gen Z leads to gaining expertise in multitasking, which limits the attention span. The Gen Z population is independent, drives the demand for goods or services instantly, and will have uncommon jobs in the

present world. The current population of millennial and centennials is 2 and 2.4 billion, which is 27% and 32% (Miller & Lu, 2018) of the world population, respectively.

## 2. Literature Review

Generation theory assumes that we can generalize cohort differences to the mean cohort level of each generation for a better understanding of the profile and characteristics of prototypical individuals (Codruta, 2019). Gen Z is between eight and twenty-three years old or, in simple terms, the post-millennial generation (Iberdola). The classification of Gen Z varies and depends on the individuals, and few consider it between 1995 and 2010 (Iberdola). According to Beresford Research, people born between 1946 and 1964 are called Baby boomers; 1965 and 1980 are called Gen X; 1981 and 1996 are called Gen Y; 1997 and 2012 are called Gen Z (Hecht, 2022).

The research on various generations allows the researcher to understand the consumer change in behavior over time (Dimock, 2019). Generation Z. is often considered to have been born and grown up in digital communication (Adeola et al., 2020). This segment of people consumes the maximum internet data content by spending nearly 11 hours reading, liking, and sharing materials daily (Adobe, 2018). They are likely exposed to social media and digital advertising at least five days a week (Emmanuel, 2019). They look at the text and look for creative content (Yadav & Rai, 2017; Priporas et al., 2017), most materialistic (Flurry & Swimberghe, 2015), desire instant results and branding on social media (Vitelar, 2019), through micro-celebrities (Wolf, 2020).

Generation Z is referred to as the Net generation (Tapscott, 2008), Google generation (Rowlands et al., 2008), and digital natives (Prensky, 2001) and possesses reasonable skills and control over ICT (Tapscott, 2008). 'Gen Z' is often stereotyped as the younger generation who spends too much time on their phone (Bewicke, 2023). They are born into the world at the beginning of the new century. They are expected to take the lead in a few decades as centennials. According to Bewicke (2023), Gen Z is price-conscious but not price-centric; they evaluate the brands on value, quality, and ethical practices, like shopping in-store, demanding good customer support and service, and enjoying individual shopping experiences.

If any organization is looking to build a relationship with the current Gen Z customers, it needs to understand the motives that can drive them to decide. An IBM (2018) survey found that product choice, availability, convenience, and value influence shopping channels. Generation Z is seen to have four most critical characters can be termed as pillars: delving upon new technologies, striving for ease of use, craving to feel safe, and yearning to keep themselves away from realities to which they are prone (Wood, 2013). Gen Z, also known as Zoomers, should be understood differently than millennials. This generation is confused with the millennials as they grew up around technology and possessed similar characteristics. But, it may be a precise depiction of some members of Gen Z; it's wrong to assume they are all this way.

Each generation identifies through specific values, beliefs, attitudes, and experiences, generating distinctive consumer behavior characteristics. Generation theory assumes that we can generalize cohort differences to the mean cohort level of each generation for a better understanding of the profile and characteristics of prototypical individuals (Codruta, 2019).

Numerous studies have been done to learn more about this unique technology and its applications because of the widespread use of the Smart Band and its advantages. The technological views are the main emphasis of the studies now available on fitness wearable devices (Crema et al., 2019; Li et al., 2016). The user's perspective is crucial for understanding consumer behavior, yet it has not received much attention.

More recently, a handful of prior studies had investigated such issues, and yet their studies were still limited to the topic of adoption intention or intention to use (Jacobs et al., 2019; Lee & Lee, 2018; Naglis & Bhatiasevi, 2019; Park, 2020; Ruup et al., 2018), continuance to use (Bölen, 2020; Dehghani et al., 2018; Nascimento et al., 2018), and abandonment (Attig & Franke, 2020). However, prior research has focused on post-adoption behaviors, such as switching behaviors crucial to customer relationship management and consumer behaviors.

As Zhang et al. (2012) pointed out, it is significant to emphasize that additional empirical investigations on switching behaviors based on a solid theoretical framework are still required in IT/IS. A recent study has begun to critically examine user switching behaviors in the context of immediate mobile map services. However, its scope remains relatively constrained (Liu et al., 2021). However, little is known about user switching behavior in the Smart Band context. By experimentally examining the factors influencing users' switching behavior in the context of FWD, the current study aims to close the aforementioned research gap.

Unlike baby boomers, the post-millennials are not pitted against the millennials; instead, they have been treated alike in many situations. In this paper, we will investigate the Gen Z switching behavior of Smart Bands.

## 3. Hypothesis Development and Research Model

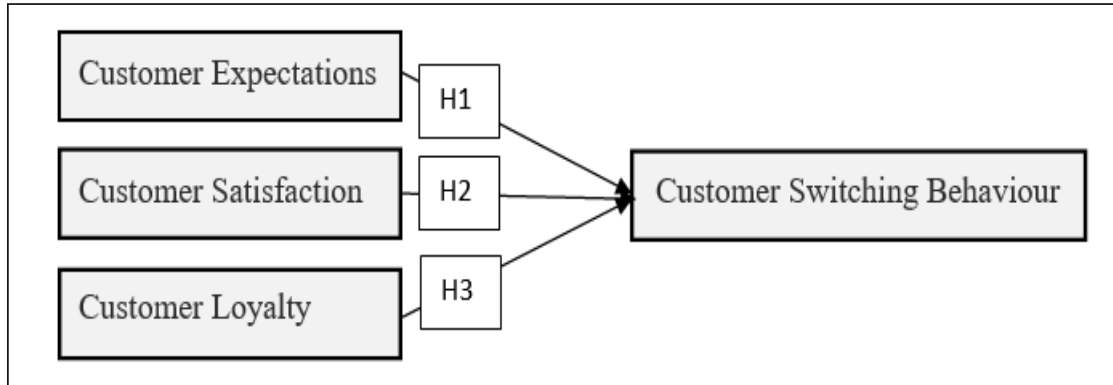
In today's fiercely competitive business environment, managers must be aware of the requirements and desires of their clients to satisfy those needs and desires and encourage repeat business with the same service provider. By exceeding customers' expectations, businesses can increase customer loyalty (Avinash & Vidyavathi, March 2017) and obtain a competitive edge over rivals (Tweneboah-Koduah & Farley, 2016). According to Awara & Anyadighibe's

(2014) study, increasing customer satisfaction helps retain existing customers. It boosts business profitability (Bagram & Khan, 2012), which deters customers from switching brands (Avinash & Vidyavathi, April 2017).

A complex element of consumer behavior, loyalty is difficult to predict (Ganiyu et al., 2012), in contrast to customer satisfaction, which is said to be easy to predict (Cronin et al., 2000). Satisfaction is the “conformity” between visitor expectations and the park’s or destination’s attributes (Truong and Foster, 2006). Customer loyalty is “...a deeply held commitment to re-buy or patronize a preferred product consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviors” (Pont and McQuilken, 2005). Perceived satisfaction, as the case may be, sustains customer loyalty. “The possibility of a client returning, generating referrals, and creating repeat business are all aspects of loyalty (Bowen and Shoemaker, 1998).

Hence, Customer Expectations, Customer Satisfaction, and Customer Loyalty are considered to study the Customer Switching Behaviour concerning smart bands by Gen Z customers. This study construed the following conceptual model to construct the hypotheses to investigate the Gen Z switching behavior of smart bands from one to another.

Fig:1 Conceptual Model



**H1: Customer Expectations have a positive influence on Customer Switching Behavior**

**H2: Customer Satisfaction has a negative influence on Customer Switching Behavior**

**H3: Customer Loyalty has a negative influence on Customer Switching Behavior**

## 4. Research Methodology

### 4.1 Measurement

Qualitative research was conducted to contextualize Generation Z’s behaviors on the Hennink et al. (2020) model. Much of the literature on consumer behavior utilizes qualitative research methods (Chen, 2018; Djafarova & Trofimenko, 2019; Nash, 2019), justified as they acknowledge areas that may not have been initially considered to be explored, allowing for new insights into the subject (Nash, 2019). Hence, qualitative research was conducted to gather the primary data on Gen Z Customer Switching Behaviour.

This study employs a measurement instrument (Questionnaire) consisting of four constructs: Expectations, Satisfaction, Loyalty, and Switching Behaviour. The items in the questionnaire were adapted from the previously proved studies. A five-point scale, ranging from strongly disagree to strongly agree, was utilized to measure the items in the survey.

### 4.2 Data Collection

A sufficiently detailed questionnaire was developed in English to make it more understandable and distributed online via social media. All respondents were requested to answer a few questions to ensure they fall under the Gen Z criteria and other requirements for the study. Some questions asked were ‘What is your birth year?’ and ‘Which smart band they are using?’. Once all the criteria were confirmed, they were asked to fill out the questionnaire along with the demographic data. We received 279 responses, among which 66 were discarded due to their unreliability, incompleteness, and invalidity. Finally, 213 valid responses were retained and tabulated for further data analysis.

## 5. Research Findings

### 5.1 Reliability Test

The Cronbach’s Alpha reliability test was carried out to measure the reliability of the constructs by assessing the degree of internal consistency among the items. The alpha coefficient for the whole questionnaire is 0.954, suggesting that the items have a relatively high level of internal consistency. The Cronbach’s coefficient was calculated for each variable, and the results are shown in the following table.

### Case Processing Summary

		N	%
Cases	Valid	213	100.0
	Excluded <sup>a</sup>	0	.0
	Total	213	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.955	19

The Cronbach's Alpha reliability test was carried out to measure the reliability of the constructs by assessing the degree of internal consistency among the items. The alpha coefficient for the whole questionnaire is 0.954, suggesting that the items have a relatively high level of internal consistency. The Cronbach's coefficient was calculated for each variable, and the results are shown in the following table.

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CSAT1	63.33	185.440	.772	.872	.951
CSAT2	63.36	184.306	.753	.846	.951
CSAT3	63.28	183.920	.687	.795	.952
CSAT4	63.26	182.506	.749	.835	.951
CSAT5	63.29	181.226	.801	.866	.951
CLOY1	62.82	190.773	.547	.673	.954
CLOY2	63.20	184.725	.702	.791	.952
CLOY3	63.15	185.298	.717	.674	.952
CLOY4	63.32	179.379	.784	.744	.951
CLOY5	63.23	177.555	.745	.721	.952
CEXP1	63.23	186.133	.668	.577	.953
CEXP2	63.36	181.647	.786	.731	.951
CEXP3	63.35	185.152	.775	.875	.951
CEXP4	63.40	183.939	.755	.830	.951
CSB1	63.29	185.566	.643	.750	.953
CSB2	63.31	183.875	.713	.820	.952
CSB3	63.28	183.975	.745	.829	.951
CSB4	62.94	191.016	.506	.641	.955
CSB5	63.20	187.181	.608	.758	.954

In the above table, the value of item CLOY1 and CSB4 are less than 0.6 value of cronbach's alpha in the Reliability Statistics table. Hence the two items are removed.

## 5.2 Demographic Characteristics

Demographic factors	Frequency	Frequency	Percent	Cumulative Percent
Age	Born Between 1995-2000	43	20.2	20.2
	Born Between 2000-2005	84	39.4	59.6
	Born Between 2005-2010	86	40.4	100.0
	Total	213	100.0	
Gender	Male	121	56.8	56.8
	Female	92	43.2	100.0
	Total	213	100.0	
Qualification	Upto Matriculation	72	33.8	33.8
	PUC	24	11.3	45.1
	Graduate	84	39.4	84.5
	Post Graduate and above	33	15.5	100.0
	Total	213	100.0	
Occupation	Business	31	14.6	14.6
	Student	84	39.4	54.0
	Professional	70	32.9	86.9
	Housewife	28	13.1	100.0
	Total	213	100.0	
Family Income	Less than 3 Lakh	36	16.9	16.9
	3 to 5 Lakh	84	39.4	56.3
	5 to 8 Lakh	59	27.7	84.0
	Above 8 Lakh	34	16.0	100.0
	Total	213	100.0	

The above Table lists the demographic information of respondents in the following aspects: gender, education, monthly income, occupation, age. It can be seen that majority of the respondents have income between 3 to 5 lacs, 84% of the respondents are graduates, 56% of the respondents are male and 40% of the respondents are students born between 2005-10.

## 5.3 Hypothesis Testing

### H1: Customer Expectations have a positive influence on Customer Switching Behavior

A correlation test was carried out to study the relation of Customer Expectation on Customer Switching Behaviour the results are tabulated as shown below.

A Pearson correlation coefficient was computed to assess the relationship between the Visitor Satisfaction and Visitor Loyalty. There was a positive correlation between the two variables,  $r = 0.698$ ,  $n = 213$ ,  $p = 0.000$ . Overall, there was a moderate positive correlation Customer Expectation and Customer Switching Behaviour. Increases in Customer Expectation were correlated with increases in Customer Switching Behaviour.

### Correlations

		CEXP	CSB
CEXP	Pearson Correlation	1	.698**
	Sig. (2-tailed)		.000
	N	213	213
CSB	Pearson Correlation	.698**	1
	Sig. (2-tailed)	.000	
	N	213	213

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Regression

R represents the correlation coefficient between the dependent variable (CSB) and the predictor variable (CEXP). In this case, R is 0.698

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698 <sup>a</sup>	.487	.484	.60446	1.940

a. Predictors: (Constant), CEXP

b. Dependent Variable: CSB

R Square represents the proportion of variance in the dependent variable (CSB) that can be explained by the predictor variable (CEXP). In this case, R Square is 0.487, which means that approximately 48.7% of the variance in CSB is explained by CEXP. Adjusted R Square adjusts the R Square value for the number of predictors in the model. In this case, it is 0.484, which is very close to R Square and suggests that CEXP is a significant predictor even after accounting for the number of predictors.

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.114	1	73.114	200.107	.000 <sup>b</sup>
	Residual	77.094	211	.365		
	Total	150.208	212			

a. Dependent Variable: CSB

b. Predictors: (Constant), CEXP

This section of the ANOVA table shows the results of the analysis of variance for the regression model. Sum of Squares: 73.114, df (Degrees of Freedom): 1, Mean Square: 73.114, F: 200.107, Sig. (Significance): 0.000 (very close to zero). These values indicate that the regression model (with CEXP as a predictor) is statistically significant, as evidenced by the low p-value (0.000). This suggests that CEXP significantly contributes to explaining the variance in CSB.

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.103	.173		6.360	.000	.761	1.445
	CEXP	.697	.049	.698	14.146	.000	.600	.794

a. Dependent Variable: CSB

This represents the standard error of the residuals, which is a measure of how much the observed values of CSB deviate from the predicted values by the regression model. In this case, it's approximately 0.60446. The coefficient of CEXP (0.697) represents the change in the dependent variable (CSB) for a one-unit change in CEXP. The standardized coefficient (Beta) indicates the change in standard deviations of CSB for a one-standard deviation change in CEXP. Both the unstandardized and standardized coefficients are highly significant (p-value of 0.000), indicating that CEXP is a strong predictor of CSB. Hence H<sub>0</sub> is rejected.

**H2: Customer Satisfaction has a negative influence on Customer Switching Behavior****Correlations**

		CSAT	CSB
CSAT	Pearson Correlation	1	.720**
	Sig. (2-tailed)		.000
	N	213	213
CSB	Pearson Correlation	.720**	1
	Sig. (2-tailed)	.000	
	N	213	213

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Regression****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.720 <sup>a</sup>	.518	.516	.58551	1.926

a. Predictors: (Constant), CSAT

b. Dependent Variable: CSB

R represents the correlation coefficient between the dependent variable (CSB) and the predictor variable (CSAT). In this case, R is 0.720. R Square represents the proportion of variance in the dependent variable (CSB) that can be explained by the predictor variable (CSAT). In this case, R Square is 0.518, which means that approximately 51.8% of the variance in CSB is explained by CSAT. This represents the standard error of the residuals, which is a measure of how much the observed values of CSB deviate from the predicted values by the regression model. In this case, it's approximately 0.58551.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.873	1	77.873	227.157	.000 <sup>b</sup>
	Residual	72.334	211	.343		
	Total	150.208	212			

a. Dependent Variable: CSB

b. Predictors: (Constant), CSAT

This section of the ANOVA table shows the results of the analysis of variance for the regression model. Sum of Squares: 77.873, df (Degrees of Freedom): 1, Mean Square: 77.873, F: 227.157, Sig. (Significance): 0.000 (very close to zero). These values indicate that the regression model (with CSAT as a predictor) is statistically significant, as evidenced by the low p-value (0.000). This suggests that CSAT significantly contributes to explaining the variance in CSB.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.068	.165		6.461	.000	.742	1.394
	CSAT	.701	.046	.720	15.072	.000	.609	.792

a. Dependent Variable: CSB

This represents the coefficient for the predictor variable CSAT. Unstandardized Coefficients (B):0.701, Std. Error:0.046, Beta (Standardized Coefficients):0.720, t-statistic:15.072, Sig. (Significance): 0.000. The coefficient of CSAT (0.701) represents the change in the dependent variable (CSB) for a one-unit change in CSAT. The standardized coefficient (Beta) indicates the change in standard deviations of CSB for a one-standard deviation change in CSAT. Both the unstandardized and standardized coefficients are highly significant (p-value of 0.000), indicating that CSAT is a strong predictor of CSB. Hence  $H_a$  is accepted.

### H3: Customer Loyalty has a negative influence on Customer Switching Behavior

#### Correlations

		CLOY	CSB
CLOY	Pearson Correlation	1	.704**
	Sig. (2-tailed)		.000
	N	213	213
CSB	Pearson Correlation	.704**	1
	Sig. (2-tailed)	.000	
	N	213	213

\*\* . Correlation is significant at the 0.01 level (2-tailed).

R represents the correlation coefficient between the dependent variable (CSB) and the predictor variable (CLOY). In this case, R is 0.704. This positive value indicates a strong positive linear relationship between the two variables.

#### Regression

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.704 <sup>a</sup>	.496	.493	.59909	2.019

a. Predictors: (Constant), CLOY

b. Dependent Variable: CSB

R represents the correlation coefficient between the dependent variable (CSB) and the predictor variable (CLOY). In this case, R is 0.704. R Square represents the proportion of variance in the dependent variable (CSB) that can be explained by the predictor variable (CLOY). In this case, R Square is 0.496, which means that approximately 49.6% of the variance in CSB is explained by CLOY. Adjusted R Square adjusts the R Square value for the number of predictors in the model. In this case, it is 0.493, which is very close to R Square and suggests that CLOY is a significant predictor even after accounting for the number of predictors.

##### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.479	1	74.479	207.518	.000 <sup>b</sup>
	Residual	75.729	211	.359		
	Total	150.208	212			

a. Dependent Variable: CSB

b. Predictors: (Constant), CLOY

ANOVA table shows the results of the analysis of variance for the regression model are Sum of Squares:74.479, df (Degrees of Freedom):1, Mean Square:74.479, F:207.518, Sig. (Significance): 0.000 (very close to zero). These values indicate that the regression model (with CLOY as a predictor) is statistically significant, as evidenced by the low p-value (0.000). This suggests that CLOY significantly contributes to explaining the variance in CSB.



Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	1.262	.160		7.901	.000	.947	1.577
	CLOY	.630	.044	.704	14.405	.000	.544	.716

a. Dependent Variable: CSB

The coefficient of CLOY (0.630) represents the change in the dependent variable (CSB) for a one-unit change in CLOY. The standardized coefficient (Beta) indicates the change in standard deviations of CSB for a one-standard deviation change in CLOY. Both the unstandardized and standardized coefficients are highly significant (p-value of 0.000), indicating that CLOY is a strong predictor of CSB. Hence  $H_a$  is accepted.



## 6. Findings and Conclusion

With the above research results on the impact of CUSTOMER EXPECTATION over customer switching behaviour, there exists a significant linear relation between the variables. The hypothesis so constructed H1: customer expectation has a positive impact on the customer switching behaviour, H2: customer Satisfaction has a negative impact on the customer Switching Behaviour and H3: Customer loyalty has a negative impact on the customer Switching Behaviour were accepted. According to this the customer satisfaction induces loyalty in the customers and at the same time decreases the switching behaviour. The customers with high satisfaction tend to stick to the product they are using, in the future too. The loyalty to a product is developed by satisfying the customer expectations through the effective and efficient service delivery to meet the customer expectations. The research results in this study contradict the results obtained in the research of Jones and Sasser (1995) which says the relationship between satisfaction and loyalty is neither linear nor simple but confirms the research results of Yang & Peterson (2004). The result of this research reinforces the opinion expressed by Cheng et al. (2014), & Danish et al. (2015). These research results are similar to those obtained by Bayraktar et al. (2011), Tam (2012), Huang (2012) & Lo & Leong (2015) who opined that customer satisfaction leads to a higher loyalty (Abaei & Ashtiani, 2015) and reduce switching behaviour intent, hence in order to increase the brand loyalty consumer satisfaction must be enhanced (Raajkumar & Charalas, 2012; Thaichon, Quach & Lobo, 2013 & Hansen, Beckman & Solgaard, 2015). The result obtained in the study proves that “customer satisfaction and customer loyalty has a negative relation with the customer switching behaviour” as proved by Abaei & Ashtiani (2015) and “customer satisfaction is an important antecedent of customer loyalty” (Cronin & Taylor, 1992; Zeithaml et al., 1996; Karatepe & Ekiz, 2004; & Nadiri et al., 2008).

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