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SMART BRACELET FOR ELDERLY PEOPLE

Awareness and Perception Study in Urban India

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Abstract

This study examines the awareness and perception of smart health bracelets for elderly care in urban India. With the rise of wearable technology, such devices are becoming increasingly relevant in supporting elderly individuals. The study uses a survey-based approach with 60 respondents. Findings indicate moderate awareness and generally positive perception, while highlighting barriers such as cost and lack of familiarity with technology.

The study focuses on analyzing awareness levels and consumer perception. Data was collected using a structured questionnaire via Google Forms and analyzed using percentage methods and tabular representation. Results show that while many people are aware of such devices, detailed knowledge remains limited. However, the perception is positive, with many recognizing their usefulness for elderly safety.

Despite this, barriers such as affordability, usability issues, and lack of technical familiarity among elderly users restrict adoption. The study concludes that improving awareness, affordability, and user-friendly design can significantly enhance adoption rates.

Index Terms – Smart Bracelet, Elderly Care, Wearable Technology, Awareness, Consumer Perception

I. Introduction

Technology has become an integral part of daily life, including healthcare. Wearable devices like smartwatches and smart bracelets help monitor health indicators such as heart rate, sleep, and physical activity. Recently, their role has expanded into elderly care.

In countries like India, caring for elderly family members is important, but modern lifestyles make constant supervision difficult. Smart bracelets provide a solution by offering features like health monitoring, fall detection, emergency alerts, and GPS tracking.

These devices enhance safety and provide peace of mind to family members. However, elderly individuals may face challenges in using such technology due to lack of familiarity. Awareness and cost also influence adoption.

II. Literature Review

Previous research shows that wearable health devices improve healthcare outcomes. Perceived usefulness and ease of use are key factors in technology adoption.

Elderly individuals prefer simple and reliable technology, and affordability significantly affects purchase decisions, especially in developing countries.

III. Objectives

- To examine awareness of smart bracelets for elderly care
- To analyze perception of their usefulness
- To identify factors influencing purchase decisions
- To study willingness to adopt such devices
- To explore challenges like cost and usability

IV. Research Methodology

The study follows a descriptive research design. Data was collected through a Google Form survey with 60 respondents using convenience sampling. Data was analyzed using percentage methods and presented in tables.

V. Data Analysis

Response	Percentage
Aware of smart bracelets	65%
Willing to purchase	55%
Find it useful	70%
Concerned about price	60%
Concerned about usability	40%

VI. Findings

Most respondents are aware of wearable devices but not specifically for elderly care. Overall perception is positive, but price and usability are major concerns. Younger people are more open to adoption.

VII. Conclusion

Smart bracelets have strong potential in improving elderly care. While awareness exists, adoption is limited due to cost and usability challenges. Improving affordability and user-friendly design can increase adoption.