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The Influence of Lifestyle, Perceived Ease of Use, and Perceived Benefits on Huawei Smartwatch Purchase Decisions

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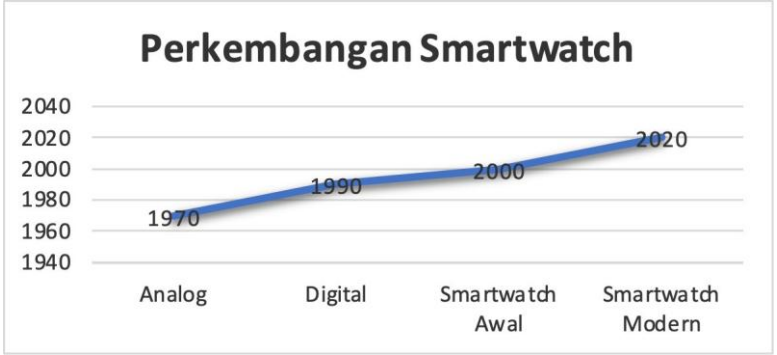
Abstract: This study aims to examine and analyze the influence of lifestyle, perceived ease of use, and perceived benefits on the purchasing decision for Huawei smartwatches. The study employs a quantitative approach using descriptive analysis methods. Data were collected via questionnaires. The data analysis technique utilized was PLS-SEM (using SmartPLS 4.0) to determine the relationships between lifestyle, perceived ease of use, perceived benefits, and the purchasing decision. The results indicate that lifestyle and perceived ease of use do not influence the purchasing decision for Huawei smartwatches, whereas perceived benefits do have an influence on the purchasing decision.

Keyword: Lifestyle, Perceived Ease of Use, Perceived Usefulness, Purchase Decision, Smartwatch.

INTRODUCTION

With the rapid advancement of technology, various activities that were once complex and costly have become far more practical, allowing them to be performed anytime and anywhere. This shift extends to the healthcare sector. Previously, measuring heart rate or recording heart rhythm required a hospital visit and a series of time-consuming, expensive procedures. Today, however, technological progress offers simpler solutions through devices such as smartwatches, enabling users to monitor their health including heart rate and rhythm in a manner that is easy, practical, and portable (Kemenkes, 2024).

Table 1. The Evolution of Smartwatches

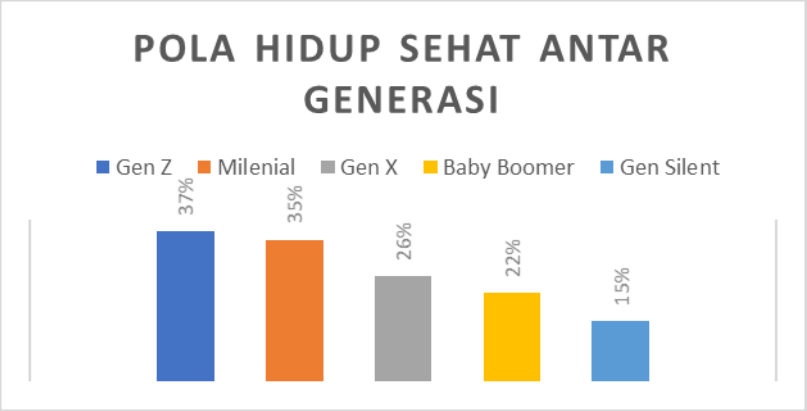


Source : Nazareth, 2024.

In Table 1, the evolution of the wristwatch reflects broader technological advancements that have become increasingly integrated into human life. Smartwatches have evolved into multifunctional devices that serve not only as lifestyle accessories but also as tools that support daily activities. Their features range from health monitoring such as tracking heart rate, sleep quality, and step counts to monitoring athletic activities. This demonstrates a transformation from passive timepieces into active devices that help enhance efficiency and quality of life (Nazareth, 2024).

2019 survey by the American Heart Association found that Millennials are more inclined to engage in healthy behaviors such as regular exercise and maintaining a healthy diet compared to previous generations. Like Millennials, Generation Z (born between 1997 and 2012) tends to prioritize healthy eating and regular exercise, yet they also place a high priority on mental health and stress management.

Table 2. The Evolution of Healthy Lifestyles Across Generations



Source : Texas Health, 2023.

In Table 2, contemporary lifestyles are trending toward healthy living and a preference for instant convenience, with individuals increasingly conscious of their physical well-being and time efficiency. This shift has driven a growing demand for devices capable of instantly monitoring health-related metrics such as heart rate, step count, sleep quality, and exercise activity. Research by (Batubara, et.al., 2025) indicates that smartwatch usage in daily life, particularly during exercise, is on the rise due to the devices' ability to provide immediate and practical health data. Consequently, smartwatches have become an integral part of a modern lifestyle that prioritizes both health and convenience.

Digital lifestyles also influence consumer behavior, especially among the younger generation. Individuals who readily adapt to technology tend to show greater interest in innovative products like smartwatches. In this context, perceptions regarding technological benefits and ease of use are critical factors driving the decision to use or purchase a product.

There is a vast array of smartwatch brands available. In the first quarter of 2025, global smartwatch sales reached 45.6 million units, with Huawei dominating the market with a 21.9% share (Wafa, 2025). Perceived ease of use refers to the extent to which consumers believe a product can be used without significant effort. For smartwatches, this encompasses the ease of understanding features, operating the device, and adapting to the underlying technology. Ease of use is also closely linked to the user's experience with the product (Renaldy & Susilowati, 2024).

Given these circumstances, ease of use serves as a key differentiator that can influence purchasing decisions. Consumers tend to favor products that not only offer comprehensive features but are also easy to use in their daily lives. Smartwatches offer numerous features that simplify tasks, such as health monitoring capabilities. This encourages users to make wearing a smartwatch a regular habit (Raharjo, 2025). For smartwatches, the perceived benefits extend beyond basic functionality to include the device's ability to enhance activity efficiency, support health maintenance, and offer daily convenience. The greater the benefits perceived by consumers, the higher their interest in the product. Smartwatches are highly useful for measuring Heart Rate (HR) and Heart Rate Variability (HRV), particularly in assessing the user's stress levels. Stress triggers the body to release hormones such as adrenaline and cortisol, causing HR to rise and HRV to drop below normal levels. However, the tracking capabilities of smartwatches can help users identify stress triggers and determine the most effective ways to alleviate stress (Andi, 2024).

To understand the phenomenon of high public interest in smartwatches, consumer behavior theory serves as a robust theoretical foundation for this study. A consumer's purchasing decision is essentially the outcome of complex interactions among cultural, social, personal, and psychological factors. In the context of purchasing Huawei smartwatches, lifestyle stands out as a particularly significant personal and psychological factor. Within consumer behavior theory regarding information system adoption, the Technology Acceptance Model (TAM) is the most relevant framework; it posits that user acceptance of new technology hinges on two primary variables: perceived ease of use and perceived usefulness (Diwyarthi, 2022). The purchasing decision represents a critical stage in consumer behavior and serves as a basis for companies to formulate marketing strategies. Companies must understand consumer needs, wants, and preferences to effectively influence purchasing decisions (Novandalina et al., 2023). In this study, the decision to purchase a smartwatch is influenced not only by marketing factors but also by consumer lifestyle, perceived ease of use, and the benefits derived from the product. With this understanding, companies can encourage consumers to choose their products.

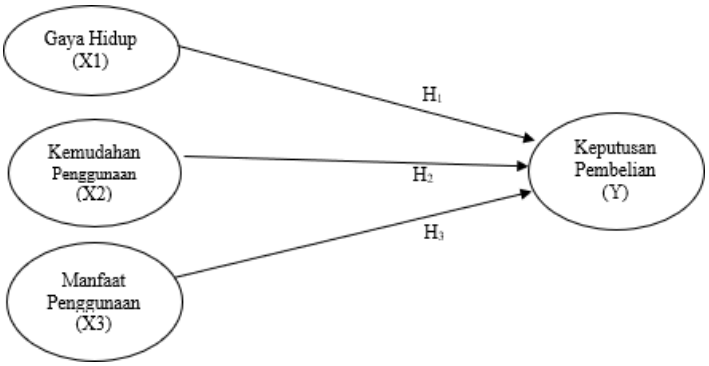
The rising use of smartwatches as part of a modern lifestyle, coupled with rapid technological advancements offering convenience and various benefits, demonstrates that consumer product choices are increasingly shaped by specific factors. A technology-driven lifestyle fosters a demand for practical, multifunctional devices like smartwatches. Furthermore, perceived ease of use and the benefits gained from using a smartwatch are crucial considerations in shaping consumer desire and purchasing decisions. Therefore, this study focuses on analyzing the impact of lifestyle, perceived ease of use, and perceived benefits on the decision to purchase Huawei smartwatches, under the title: "***The Influence of Lifestyle, Perceived Ease of Use, and Perceived Benefits on Huawei Smartwatch Purchasing Decisions***."

METHOD

This study is a descriptive quantitative research project aimed at examining the influence of lifestyle, ease of use, and perceived benefits on purchasing decisions regarding Huawei smartwatches. Primary data were collected online using a Likert-scale questionnaire. A purposive sampling technique was employed to select 200 respondents based on the following criteria: being at least 17 years old and having used a Huawei smartwatch within the last six months. The data were subsequently analyzed using the Structural Equation Modeling - Partial Least Square (SEM-PLS) method via SmartPLS 4.0 software. The analysis process involved evaluating the outer model (validity and reliability tests) and the inner model (R-squared test), as well as hypothesis testing, with significance determined by T-statistics > 1.972 and P-values < 0.05

RESULT AND DISCUSSION

Table 3. Framework



Source: Reprocessed data, 2026.

The researcher formulated three hypotheses: lifestyle influences the decision to purchase a smartwatch; ease of use influences the decision to purchase a smartwatch; and perceived benefits influence the decision to purchase a smartwatch.

Huawei is a leading global provider of information and communication technology (ICT) infrastructure and smart devices. During the 2000s and 2010s, Huawei began transforming from a mere network infrastructure provider into a manufacturer of devices, including smartphones. Following its entry into the smartphone market, Huawei expanded into the wearables sector. Its smartwatch journey began in March 2015 with the launch of the Huawei Watch, an Android Wear-based device. Innovation has continued with the introduction of the first smartwatch running the HarmonyOS operating system, as well as models capable of measuring blood pressure, devices designed for professional diving, and the latest health-monitoring features (Huawei, 2025).

Source: Huawei website, 2025

Figure 1. Huawei logo

The sample for this study consisted of 200 Huawei smartwatch users. Sampling was conducted using a non-probability sampling technique, specifically the purposive sampling approach. In non-probability sampling, not every member of the population has an equal chance of being selected; instead, selection is based on specific criteria or considerations aligned with the research objectives, meaning only individuals meeting certain requirements are included. This aligns with the view of Sugiyono (2019), who states that purposive sampling is a technique based on specific considerations relevant to the research goals, given that not all population members possess characteristics pertinent to the issue under study. The sample criteria applied in this study were: Huawei smartwatch users within the last six months and consumers aged at least 17 years old.

Regarding the research findings, the analysis of the lifestyle variable indicated that respondents' perceptions fell within the "agree" to "strongly agree" range, with a mean score of 4.46 (Strongly Agree). Respondents viewed the use of Huawei smartwatches as part of a modern lifestyle that reflects healthy living habits, facilitates daily activities, and assists in monitoring physical health. The respondents' lifestyle alignment was further reinforced by their interest in keeping up with the latest technological advancements and trending fads, making the smartwatch relevant to their needs and health-related activities.

Based on the analysis of the perceived ease-of-use variable, respondents' ratings fell within the "agree" to "strongly agree" range, with a mean score of 4.48 (Strongly Agree). Respondents perceived the Huawei smartwatch as a product that is easy to understand and learn to use, featuring user-friendly functions and allowing for seamless operation. This ease of use is demonstrated by the device's versatility across various indoor and outdoor activities, requiring minimal effort to operate.

Finally, the analysis of the perceived benefits variable showed that respondents' ratings fell within the "agree" to "strongly agree" range, with a mean score of 4.46 (Strongly Agree). Respondents assessed that using a Huawei smartwatch makes daily activities more effective, boosts productivity, and facilitates the better execution of various tasks. These benefits are reinforced by the respondents' perception that, overall, the smartwatch makes a positive and tangible contribution to supporting their activities.

Based on the test results, the purchasing decision variable fell within the "agree" to "strongly agree" range, with a mean score of 4.44 (Strongly Agree). Respondents indicated an ability to select smartwatch types and brands that align with their needs and emerging trends, determine the right time to purchase, and a tendency to make repeat purchases. This purchasing decision is further supported by the respondents' ability to select suitable payment methods when buying the smartwatch.

Furthermore, regarding the validity test results, the analysis showed that the loading factor values for all indicators across every variable exceeded 0.7. This indicates that all indicators are valid for measuring their respective constructs. For the Lifestyle variable (X1), loading factor values ranged from 0.734 to 0.850. For the Perceived Ease of Use variable (X2), values ranged from 0.758 to 0.874. The Perceived Benefits variable (X3) showed values between 0.850 and 0.878, while the Purchasing Decision variable (Y) ranged from 0.777 to 0.852. These values confirm that each indicator contributes significantly to representing its construct; thus, all indicators used in this study meet the convergent validity standards based on the established criteria.

Cross-loading results indicate that each indicator exhibits its highest loading value on its own construct compared to its loadings on other constructs. For instance, indicators X1.1 through X1.9 show their highest values for the Lifestyle variable (X1) rather than for Perceived Ease of Use (X2), Perceived Usefulness (X3), or Purchase Decision (Y). A similar pattern is observed for indicators X2.1 through X2.10 (highest on Perceived Ease of Use, X2), indicators X3.1 through X3.5 (highest on Perceived Usefulness, X3), and indicators Y.1 through Y.5 (highest on Purchase Decision, Y). The measurement results for each item are accurate. The indicators for each variable consistently meet the criteria for discriminant validity, as no indicator was found to correlate more strongly with a construct other than its own. Therefore, it can be concluded that all constructs in this research model satisfy the discriminant validity requirement based on the cross-loading approach, as each indicator consistently shows the highest correlation with its respective variable.

Reliability testing was conducted to assess the internal consistency of the indicators used to measure each construct. This assessment relied on Cronbach's Alpha and Composite Reliability values; a construct is considered reliable if both values exceed 0.7. Additionally, the Average Variance Extracted (AVE) test was performed to evaluate overall convergent validity at the construct level, with a required threshold value of above 0.5 (Gunistiyo, 2024).

Table 4. ***Reliability Test***

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.923	0.924	0.936	0.620
X2	0.953	0.954	0.959	0.703
X3	0.919	0.920	0.939	0.754
Y	0.873	0.875	0.908	0.664

Source: Researcher, 2026.

Based on these results, it can be concluded that all variables in this study exhibit Cronbach's Alpha and Composite Reliability values exceeding 0.7; thus, all constructs are deemed reliable and demonstrate good internal consistency. Furthermore, the AVE values for all four variables exceed 0.5, indicating that each construct possesses good convergent validity, meaning the indicators used adequately explain the variance of their respective constructs.

R-squared (R2) analysis is employed to assess the extent to which the structural model fits the observed data. The R2 values are interpreted based on the following thresholds: 0.19 indicates a weak effect, 0.33 a moderate effect, and 0.67 a strong effect. Changes in R-squared (R2) values can be used to evaluate the magnitude of the influence exerted by a specific latent (independent) variable on another latent variable and to determine the nature of that influence (Gunistiyo, 2024).

Table 5. ***R-Square Test***

	R-square	R-square adjusted
Y	0.752	0.749

Source: Researcher, 2026.

Based on the R-squared (R^2) test results, the Purchasing Decision variable (Y) yielded an R-square value of 0.752 and an adjusted R-square value of 0.749. Referring to the established criteria, these values exceed the 0.67 threshold, placing them in the "strong" category. This indicates that the variables Lifestyle (X1), Perceived Ease of Use (X2), and Perceived Benefit (X3) collectively explain 75.2% of the variance in the Purchasing Decision variable (Y), while the remaining 24.8% is explained by variables outside this research model.

Path coefficients are measures used to assess relationships between variables and play a crucial role in hypothesis testing within path analysis. Hypothesis testing in this study utilized a significance level (alpha) of 5%. Furthermore, a variable is considered to have a significant

effect if the T-statistic value exceeds the t-table value. Consulting the t-distribution table—based on 200 respondents and 4 variables the value is found at the intersection of the 196 column and the 0.025 row, yielding a figure of 1.972.

Table 6. ***Path Coefficient Test***

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Gaya Hidup (X1) -> Keputusan Pembelian (Y)	0.253	0.262	0.137	1.849	0.064
Kemudahan Penggunaan yang dirasakan (X2) -> Keputusan Pembelian (Y)	0.184	0.185	0.113	1.623	0.105
Manfaat Penggunaan yang dirasakan (X3) -> Keputusan Pembelian (Y)	0.467	0.456	0.107	4.341	0.0

Source: Researcher, 2026.

The test results indicate that the relationship between X1 and Y yielded a T-statistic of 1.849 and a p-value of 0.064. These values do not meet the criteria (T < 1.972 and P > 0.05). Thus, it can be concluded that Lifestyle (X1) does not influence Purchase Decision (Y).

The test results indicate that the relationship between X2 and Y yielded a T-statistic of 1.623 and a p-value of 0.105. These values also do not meet the criteria (T < 1.972 and P > 0.05). Thus, it can be concluded that Perceived Ease of Use (X2) does not influence Purchase Decision (Y). This means that Hypothesis 2 (H2) is not accepted.

The test results indicate that the relationship between X3 and Y yielded a T-statistic of 4.341 and a p-value of 0.000. These values meet the criteria (T > 1.972 and P < 0.05). Thus, it can be concluded that Perceived Benefit (X3) influences Purchase Decision (Y), with a path coefficient of 0.467. This means that Hypothesis 3 (H3) is accepted.

Based on the overall hypothesis testing results, it can be concluded that among the three independent variables tested, only Hypothesis 3 is accepted; the Perceived Benefit variable (X3) was proven to influence Purchase Decision (Y), whereas the Lifestyle (X1) and Perceived Ease of Use (X2) variables showed no influence on Purchase Decision (Y). This indicates that when making purchase decisions for Huawei smartwatches, consumers are more influenced by the perception of benefits than by lifestyle factors or the product's ease of use.

The Influence of Lifestyle on Huawei Smartwatch Purchase Decisions. Based on the research findings, lifestyle has been shown to have no significant effect on the decision to purchase a Huawei smartwatch. These results indicate that even though consumers may lead modern lifestyles and keep pace with technological advancements, this does not necessarily drive them to decide to buy a Huawei smartwatch. Aspects of a consumer's lifestyle—such as daily digital device usage, interest in the latest tech trends, and the view that smartwatches are part of a contemporary lifestyle prove insufficient as primary determinants in the purchasing decision process. Conceptually, lifestyle plays a role in shaping an individual's preferences and consumption habits. However, regarding Huawei smartwatch purchases, consumers appear to prioritize more tangible and direct factors such as the functional benefits derived from the product over mere alignment with their lifestyle. These findings align with research by (Mubarok and Wijaydi, 2024), which also demonstrated that lifestyle does not influence purchasing decisions. This suggests that lifestyle acts more as a supporting or complementary factor rather than a primary driver directly influencing the decision to buy. From a consumer behavior perspective, the lack of influence of lifestyle on purchasing decisions may indicate that today's consumers are more rational and selective when choosing

technology products. Consumers do not view smartwatches merely as lifestyle symbols or trends; instead, they weigh the utility and concrete benefits the product offers. This highlights that in the wearable technology industry specifically regarding smartwatches lifestyle factors alone are insufficient to generate a strong purchase impulse without being supported by a clear perception of benefits relevant to consumer needs.

The Influence of Perceived Ease of Use on Huawei Smartwatch Purchase Decisions. Based on the research findings, Perceived Ease of Use was found to have no significant effect on the purchase decision for Huawei smartwatches. These results indicate that although consumers perceive Huawei smartwatches as products that are easy to understand, learn, and operate without significant difficulty, this perception does not necessarily drive them to make a purchase. Perceptions of ease encompassing aspects such as understanding features, ease of operation across various activities, and the ability to use the device without significant effort proved insufficient as a primary determinant in the purchase decision-making process. Conceptually, ease of use is indeed a crucial aspect of technology acceptance, as user-friendly products tend to be better received. However, in the context of purchasing Huawei smartwatches, consumers look beyond mere ease of use; they prioritize the extent to which the product delivers tangible benefits that support their activities and needs. This finding aligns with research by (Asnawati, et.al. (2022), which also demonstrated that ease of use does not influence purchase decisions. It suggests that ease of use serves more as a supporting factor that enhances the user experience rather than a primary driver directly influencing the decision to buy. From a consumer behavior perspective, the lack of influence of perceived ease of use on purchase decisions indicates that ease alone is insufficient to persuade consumers to buy without a clear perception of benefits. Modern consumers tend to prioritize functional value and the outcomes derived from using the product over its ease of use alone.

The Influence of Perceived Benefits on Huawei Smartwatch Purchase Decisions. Based on the research findings, Perceived Benefits were found to influence the purchase decision for Huawei smartwatches. These results indicate that the greater the benefits consumers perceive from using a Huawei smartwatch, the more likely they are to decide to purchase the product. Perceived benefits encompass various aspects, such as a smartwatch's ability to make daily activities more efficient, boost productivity, facilitate task management, and tangibly meet consumer needs. When these benefits are consistently experienced, consumers are more strongly motivated to make a purchase. Conceptually, perceived benefits play a crucial role in shaping consumer decisions regarding technology products. These benefits not only provide functional satisfaction but also instill confidence that the purchased product truly aligns with the consumer's needs and adds value to their activities. This aligns with research (Purnomo & Hidayat, 2021) indicating a link between ease of use and purchasing decisions. In the context of Huawei smartwatches, benefits such as the ease of monitoring health metrics and supporting productivity can create a positive impression, encouraging consumers to make purchasing decisions more quickly and confidently. From a consumer behavior perspective, perceived benefit is a direct factor with a tangible impact on purchasing decisions. Consumers who consistently derive benefits from using Huawei smartwatches tend to be more confident in their product choices than those who consider only lifestyle factors or ease of use. This demonstrates that in the wearable technology industry specifically regarding smartwatches perceived benefits play a strategic role as a primary driver of consumer purchasing decisions.

CONCLUSION

Based on the analysis of data from questionnaires distributed to respondent specifically users or purchasers of Huawei smartwatches and as detailed in the previous chapter, this

study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. From these results, the following conclusions can be drawn:

1. Respondent responses regarding the "lifestyle" variable fell within the "agree" to "strongly agree" range, with a mean score of 4.46 (Strongly Agree). The highest mean score was observed for indicator number 2, "I have an interest in using a smartwatch," with a value of 4.505. Respondents viewed the use of Huawei smartwatches as part of a modern lifestyle that reflects healthy living habits, facilitates daily activities, and helps monitor physical health conditions.
2. Respondent responses regarding the "perceived ease of use" variable fell within the "agree" to "strongly agree" range, with a mean score of 4.48 (Strongly Agree). The highest mean score was observed for indicator number 9, "Using the smartwatch does not require significant effort," with a value of 4.525. Respondents perceived the Huawei smartwatch as a product that is easy to understand and learn to use, features user-friendly functions, and can be operated without difficulty.
3. Respondent responses regarding the "perceived benefits" variable fell within the "agree" to "strongly agree" range, with a mean score of 4.46 (Strongly Agree). The highest mean score was observed for indicator number 4, "I experience benefits from using the smartwatch in my activities," with a value of 4.49. Respondents believed that using a Huawei smartwatch makes daily activities more effective, supports increased productivity, and helps in carrying out various activities more efficiently.
4. Respondent responses regarding the "purchase decision" variable fell within the "agree" to "strongly agree" range, with a mean score of 4.44 (Strongly Agree). The highest mean score was observed for indicator number 1, "I choose the type of smartwatch that suits my needs," with a value of 4.47. Respondents indicated that they are capable of selecting smartwatch types and brands that align with their needs and emerging trends, determining the optimal time to make a purchase, and are inclined to make repeat purchases.

Based on the study's conclusions, there are several points that relevant parties should consider. The following are some recommendations:

1. For the company: Develop and add new features to the smartwatch to enhance its competitiveness and utility for users. For instance, incorporating a built-in voice recorder that automatically converts speech into text notes would allow users to record ideas or important memos while driving without needing to touch their phones.
2. For future researchers: Include additional variables beyond the scope of this model such as product quality, price, brand image, trust, or word of mouth that may have a greater impact on purchasing decisions, given that the three variables in this study were found to have no significant effect. Furthermore, it is recommended to expand the sample size and respondent scope, as well as consider analytical methods other than SEM-PLS, to allow for broader generalizability of the research findings.

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