



The motivation of female adolescents to adopt wearable smart jewelry: A qualitative analysis

Nirma Sadamali Jayawardena^a, Zeeshan Majeed Nadroo^{b,*}, P G S Amila Jayarathne^c,
Prakash Singh^d, Narayanage Jayantha Dewasiri^e, Isuru Koswatte^f

^a Faculty of Management, Law, and Social Sciences, School of Management, University of Bradford, United Kingdom

^b School of Management, IILM University, Gurugram, India

^c School of Leadership, Management and Marketing, Leicester Castle Business School, Faculty of Business and Law, De Montfort University, Leicester, LE1 9BH, United Kingdom

^d E-Commerce Department, College of Administrative and Financial Sciences, Saudi Electronic University, Riyadh, Saudi Arabia

^e Department of Accountancy and Finance, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka

^f Division of Management, Organisations and People, School of Business and Creative Industries, University of the West of Scotland, Paisley, United Kingdom

ARTICLE INFO

Keywords:

Elaboration likelihood model
Manual coding method
Smart jewelry

ABSTRACT

This study aims to assess the efficacy of consumer attitude persuasion of mobile technologies among female adolescents. In addition, this study explores the factors influencing their attitudes toward wearable smart jewelry. Twenty-five teenage girls from Sri Lanka and India were interviewed using a qualitative, mono-method approach. Manual coding was used to identify key motivational factors based on the elaboration likelihood model. The main objective in this paper is to understand how female consumer's attitudes affect wearable technology adoption. The main findings indicated that adoption was driven by four primary themes. These themes are perceived ease of use, perceived usefulness, informativeness, and social proof. Wearable smart jewelry can be designed to align with female adolescents' preferences based on these findings. Wearable smart jewelry can influence consumer attitudes among female adolescents by combining mobile technology persuasion and design considerations.

Introduction

Wearable smart jewelry is a growing segment of wearable technology. These products actually differ from traditional health-monitoring gadgets due to their design. Even if they function similarly to sports bands and activity trackers (Nelson et al., 2019; Jayawardena et al., 2023b). A new technology that can improve daily living and overall health is considered as a wearable smart jewellery (Muller, 2019). A wide range of devices fall within this category, ranging from those with basic functions to those with highly sophisticated capabilities. There is evidence that examined wearable technologies such as smartwatches and smart glasses using various theoretical assumptions and methods. Studies based on Petty & Cioppo's (1981) elaboration likelihood model (ELM) have examined how consumers form opinions about emerging technology over the last 20 years. By employing a qualitative case study with participants aged 16–26 in India and Sri Lanka, this study builds on

that tradition by exploring how smart jewelry influences female adolescents' attitudes towards jewelry.

Several types of smart jewelry are identified in the literature, including bangle trackers, pendants, bracelets, rings, necklaces, earrings, earrings backings, Swarovski activity crystals, and necklaces (Luff, 2018), bracelets, smart pendants (Gokey, 2014) and bracelets. The adoption rate of smart jewelry remains lower than that of smartwatches (Muller, 2019), underscoring the importance of understanding the factors driving adoption (Luff, 2018). It is necessary to understand that, technical and health-related, consumer attributes shape adoption intentions (Zhang et al., 2017). Compact wearable devices can now be effectively developed with the help of wireless technologies and the Internet of Things that can be effortlessly incorporated into daily life (Niknejad et al., 2020; Menheere et al., 2019). Although smart wearables are actively researched in the sphere of healthcare and fitness, their use in educational and lifestyle settings, specifically wearable

* Corresponding author.

E-mail addresses: n.jayawardena@bradford.ac.uk (N.S. Jayawardena), Zeeshanmajeed7@gmail.com (Z.M. Nadroo), amila.jayarathne@dmu.ac.uk (P.G.S.A. Jayarathne), jayantha@mgt.sab.ac.lk (N.J. Dewasiri), isuru.koswatte@uws.ac.uk (I. Koswatte).

<https://doi.org/10.1016/j.sbr.2026.100192>

Available online 28 May 2026

3051-0643/© 2026 Elsevier Ltd. All rights reserved, including those for text and data mining, AI training, and similar technologies.