

## FACTORS DRIVING CONSUMERS PERCEPTION TOWARDS FITNESS BANDS

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### **ABSTRACT**

*A movement tracker, otherwise called a wellness tracker, is a gadget or application for observing and following wellness related measurements. For example, measuring heartbeat rate, a number of hours of a deep sleep, calories burnt, etc. It is a kind of wearable PC. The term is currently principally utilized for smart watches that are synchronized, most of the time remotely, to a PC or cell phone for long haul information following.*

**KEYWORDS:** *Measuring Heartbeat Rate, A Number of Hours, A Deep Sleep, Calories Burnt*