**KYRGYZ STUDENTS’ INTENTION TO BUY SMARTWATCHES: THE CASE OF KTMU**

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**Abstract**

Consumer behavior on wearable devices is being frequently discussed and pushed these days. Despite the increasing interest to this topic in academic studies, limited number of studies presented in the example of consumers in Kyrgyzstan. This article analyses the behavioral intention of students to buy smartwatches and determines the most influential factors, based on the technology acceptance model (TAM). For this purpose, a systematic review of the related studies is applied and a survey will be conducted among university students. Students are more open to technological products than any other segment. Sample group of the study consists of 200 students from Kyrgyz –Turkish Manas University (KTMU) in Bishkek/Kyrgyz Republic. Deeper understanding of students’ intentions in adoption of new technologies can give useful insights for local and international wearable technology products’ marketers, which has been growing in Kyrgyzstan for last several years.

**Keywords:** Wearable technology, buying intention of students, Kyrgyzstan, TAM model

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