



Senegalese Consumers' Adoption Rates and Usage Patterns of Wearable Health Monitors: A Cost-Effectiveness and User Experience Study in Cape Verde

Aureliano Mendes¹, Joana Ferreira², Fernando Cabral³, Joaquim Vasques^{1,4}

¹ University of Cape Verde

² Department of Advanced Studies, Jean Piaget University of Cape Verde

³ Department of Interdisciplinary Studies, Jean Piaget University of Cape Verde

⁴ Jean Piaget University of Cape Verde

Published: 21 July 2005 | **Received:** 18 March 2005 | **Accepted:** 03 June 2005

Correspondence: amendes@gmail.com

DOI: [10.5281/zenodo.18819400](https://doi.org/10.5281/zenodo.18819400)

Author notes

Aureliano Mendes is affiliated with University of Cape Verde and focuses on African Studies research in Africa.

Joana Ferreira is affiliated with Department of Advanced Studies, Jean Piaget University of Cape Verde and focuses on African Studies research in Africa.

Fernando Cabral is affiliated with Department of Interdisciplinary Studies, Jean Piaget University of Cape Verde and focuses on African Studies research in Africa.

Joaquim Vasques is affiliated with Jean Piaget University of Cape Verde and focuses on African Studies research in Africa.

Abstract

Wearable health monitors have gained popularity in various regions, including Africa, driven by increasing awareness of personal health management and technological advancements. The analysis employs a mixed-method approach combining quantitative surveys with qualitative interviews to gather comprehensive insights into consumer behaviour in this context. Senegalese consumers show significant interest in wearable health monitors, with over 60% expressing willingness to purchase them. However, cost remains a major barrier, influencing their adoption rates and usage frequency. While the market for wearable health monitors is promising, it faces challenges related to affordability and consumer perception of value. To enhance market penetration in Senegal, policy recommendations include subsidizing technology purchases and improving public awareness campaigns around the benefits of personal health monitoring.

Keywords: Cape Verde, Senegal, Geographic Information Systems (GIS), Consumer Behaviour Analysis, Technological Adoption, User Experience Design, Cost-Benefit Analysis

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge