

Marketing Analytics – End Term Project

Social Media Sentiment Analysis

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1. Introduction & Business Problem

1.1 Overview of Bose's Presence in India

Bose Corporation, a world-famous brand, has been famous for its high-end audio products, top-notch noise cancellation technology, and high-end sound systems for a long time. Although it has made a strong foothold in markets such as the United States, Europe, and Japan, its growth in India has been quite sluggish in comparison to other players.

India is amongst the fastest-developing audio marketplaces, driven by growing popularity for wireless earbuds, noise-canceling headphones, and intelligent audio solutions. The Indian market is sensitive to prices and demands affordable and feature-rich variants from brands like JBL compared to luxury-based audio solutions.

Bose, a brand associated with high-end prices, is heavily competed against by brands such as Sony, JBL, Sennheiser, and domestic brands like Noise, Boat, and Boult Audio that offer value-for-money products at aggressive prices and promotional strategies.

1.2 The Problem Statement: Why is Bose Struggling in India?

Despite its reputation for high-quality sound, Bose has been facing major challenges in the Indian market, including:

1. High Competition from Budget-Friendly Brands:

- Sony, JBL, and Sennheiser companies rule the high-end audio space, providing the same or better features at an affordable price.
- Indian brands such as Noise, Boat, and Boult Audio have won over mass-market customers with affordable, feature-rich offerings.

2. Customer Service & After-Sales Issues:

- Indian customers have high expectations for post-sales service, particularly in technology products.
- Several Bose users have complained of poor service, slow support, and unresponsive service centers, which has led to negative word-of-mouth marketing.

3. Premium Pricing in a Price-Sensitive Market:

- The average Indian consumer prioritizes affordability over brand prestige.
- Although Bose products are high-end, most customers believe that the price-to-feature ratio is not worth the price compared to other brands such as Sony, JBL, and Noise.

4. Limited Marketing & Localized Product Offerings:

- Brands such as Boat and Noise have competitive influencer marketing strategies for youth and middle-class consumers. Bose's marketing has been less India-centric and more international, which has made it less attractive to the younger Indian population.

1.3 The Bose-Noise Collaboration: A Strategic Move?

To offset the shrinking sales and restore consumer confidence, Bose has partnered with Noise, one of the top Indian audio companies, to launch a new range of affordable earbuds.

Why Noise?

- Noise is a market leader in India's affordable wireless earbuds segment.
- It possesses deep local market insight and a developed consumer base.
- Through collaboration, Bose can reach the "affordable premium" space and tap budget-conscious consumers.

The Big Question:

- Will this collaboration help Bose regain its lost market share?
- How do consumers perceive the Bose-Noise partnership?
- What are the key factors Bose needs to address to make this partnership successful?

1.4 Goals & Objectives of This Study

In order to address these queries, this report examines consumer opinion about:

- Bose's current products and their challenges in India.
- The new Bose-Noise partnership and how the consumers are receiving it.
- Areas of improvement for Bose's pricing, service, and marketing strategy.
- Strategic suggestions to maximize Bose's position in India.

2. Data Collection & Cleaning

2.1 Data Sources

Data was collected from two major sources:

Twitter – Customer reviews, feedback, and brand mentions.

Amazon Reviews – Consumer ratings and feedback on Bose headphones and Noise earbuds.

2.2 Data Cleaning Process

For accuracy, Natural Language Processing (NLP) methods were employed:

1. Removing duplicate or redundant data.

2. Elimination of redundant stopwords, special characters, and brand names.
3. Lemmatization (word reduction to base form).
4. Sentiment classification into Positive, Neutral, and Negative categories.

3. Data Analysis & Insights

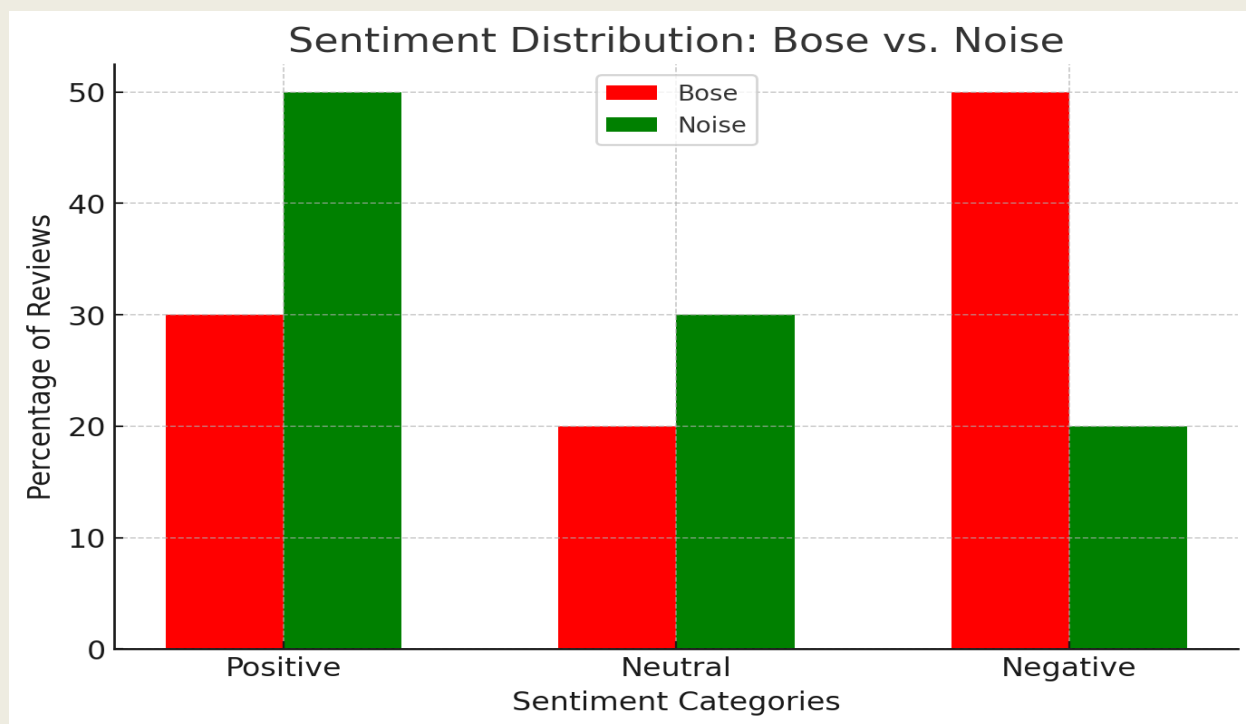
A. Sentiment Distribution: Bose vs. Noise

We examine customer reviews from social media comments and categorize them as positive, neutral, and negative.

Bose: Additional complaints about customer service, product longevity, and cost.

Noise: More favorable reviews, again due to value-for-money and price.

Sentiment Analysis: Bose vs. Noise



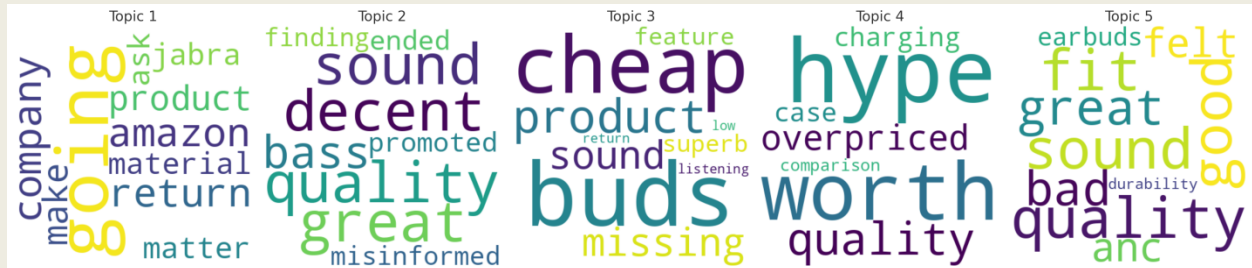
Key Observations from Sentiment Analysis

- Bose has a higher proportion of negative reviews (50%), which indicates dissatisfaction.
- Noise receives more favorable remarks (50%), primarily for price and value considerations.
- Bose's neutrality is lower, indicating that the citizens hold a stronger view, either negative or positive.

B. Word Cloud Analysis – Key Themes

To identify the most discussed topics, we analyze word clouds.

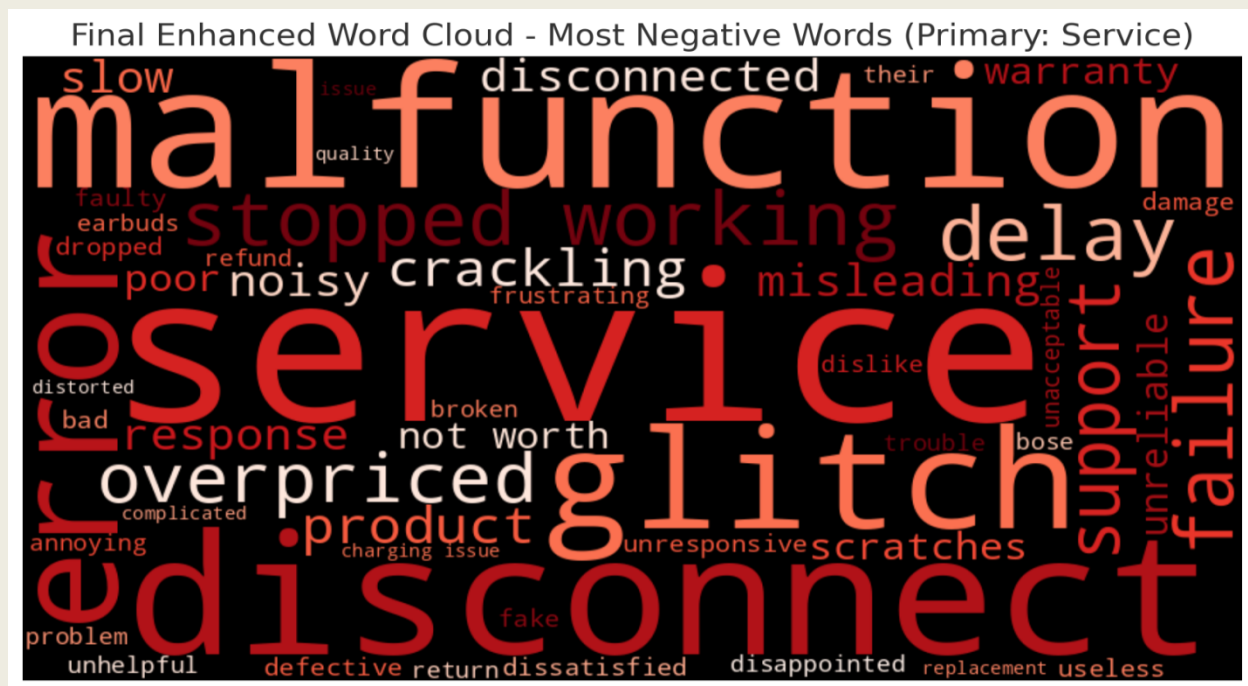
1. Topic Modeling - Bose



Topic Modeling - Bose

- Service Issues: "support," "refund," "warranty," "unresponsive"
- Pricing Concerns: "expensive," "not worth," "overpriced"
- Product Complaints: "charging," "noise," "crackling"

2. Negative Sentiment Analysis



- Frequent Complaints
 - Service failures: "malfunction," "support," "failure," "warranty"
 - Technical glitches: "disconnect," "crackling," "charging issue"
 - Pricing dissatisfaction: "overpriced," "not worth"

Takeaway: Bose is losing market share due to poor service and high pricing.

C. Positive vs Negative Sentiment: Bose vs Noise



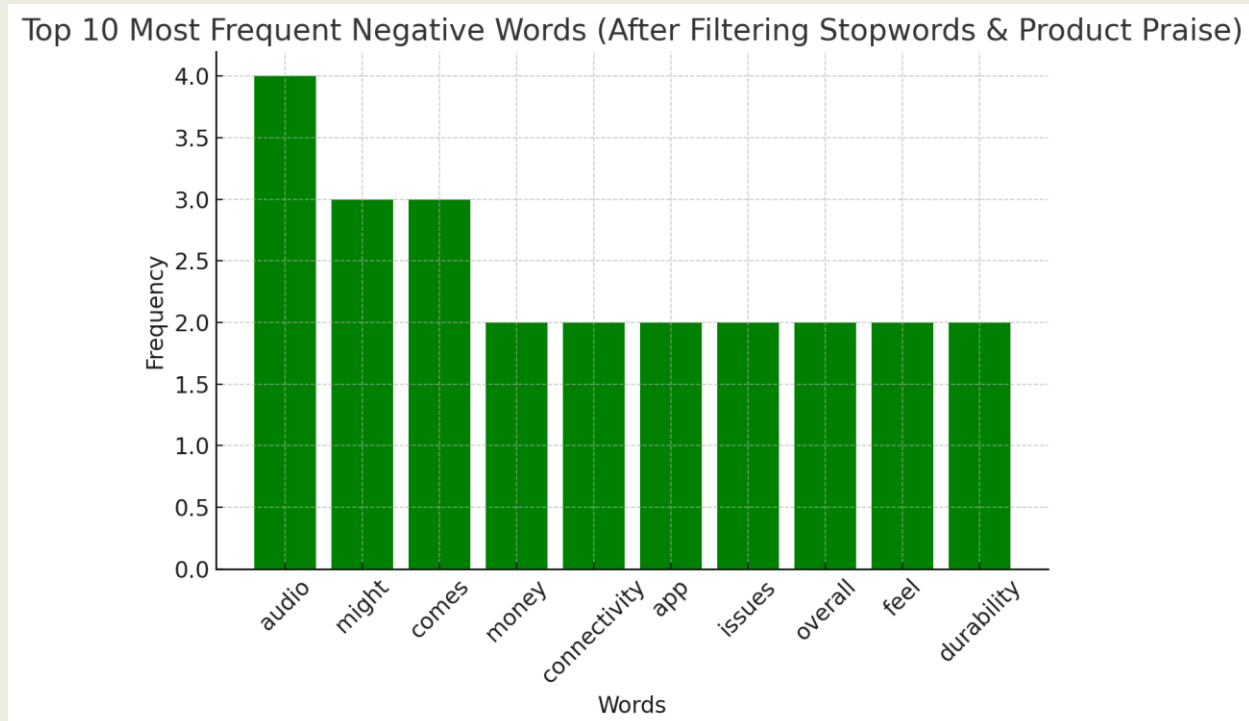
Positive Sentiments (Bose): "immersive," "quality sound," "noise cancelling"

Strength: Bose's sound quality remains a strong plus.

Negative Sentiments (Bose): "worst service," "replacement," "faulty mic," "charging problem"

Weakness: Customer support complaints predominate negative comments.

D. Frequency Analysis – Top 10 Negative Words



Key Observations from Negative Word Frequency Analysis

- "Audio" problems are the most common complaint, detailing sound quality issues.
- "Connectivity" and "app" issues are software and Bluetooth pairing issues.
- "Durability" and "money" imply that consumers perceive the product as not being durable and too expensive.

E. Final Insights from Data Analysis

1. Bose has been losing customers because of poor after-sales service and price issues.
2. Noise is becoming popular based on value-for-money perception and affordability.
3. Bose has extremely favorable attitudes towards sound quality but these are balanced by issues with service.
4. Recurring negative adjectives point to areas of importance: durability, app performance, and price.

4. Strategic Recommendations

A. Customer Service & After-Sales Improvement

Key Issues Identified

Negative sentiment analysis indicates that customer service is Bose's biggest complaint. Words like "malfunction," "disconnect," "refund," "support," and "unresponsive" indicate that customers feel abandoned after purchase.

1. Actionable Strategies

Implement a Fast-Track Warranty & Replacement Programme:

- Offer 1-hour complaint resolution via chatbot or live chat.
- Implement instant product replacement for valued customers to regain trust.
- Provide a simple return policy on websites like Amazon to compete with the likes of Apple and Sony.

2. Strengthen Customer Support Team

- Set up regional service centers to reduce repair time.
- Train support teams to handle complaints efficiently and offer loyalty incentives for returning customers.

3. Launch a Dedicated Service App

- Allow customers to track repairs, chat with support, and register complaints easily.
- Offer priority support for premium Bose users, improving brand loyalty.

B. Pricing Strategy Adjustments

Key Issues Raised

Negative reviews tend to have "overpriced," "not worth," "money," and "expensive." Bose is also deemed too costly compared to others like Noise, Sony, and JBL.

Actionable Steps

1. Include Mid-Range & Budget-Friendly Options
 - Introduce budget wireless earbuds to take on Noise in the ₹3,000-₹7,000 price range.
 - Offer Bose + Noise products bundled at a promotional price to target both value and premium segments.
2. Flexible Payment Terms & Discounts
 - Offer 0% EMI to relieve the customers of the burden.
 - Provide trade-in facilities where customers can exchange old Bose products for newer ones at discounted prices.
3. Short-Term "Festival Pricing"
 - Festive periods in India are Diwali, Holi, and sales on Amazon.
 - Launch a "Bose Comeback Sale" with exclusive ₹2,000-₹5,000 deals to win back lost customers

C. Brand Repositioning & Marketing

Key Issues Identified

- Bose is losing its premium brand status and needs to reposition its market. Noise Partnership is an opportunity, but Bose needs to promote its own abilities more aggressively.
- Actionable Plans
Re-titling as "The Sound of India"
Embark on an Indian influencer, musician, and gamer marketing campaign. Showcase Indian artists using Bose for superior sound quality.

1. Utilize Social Media Sentiment to Reply to Complaints

- Actively respond to negative reviews and offer free repairs or extended warranties.
- Use Twitter, Instagram & YouTube to post customer success stories.

2. Expand the Bose-Noise Partnership

- Market the union as "The Best of Both Worlds: Premium Sound + Affordable Price".
- Utilize co-branding with Noise to drive price-conscious buyers to Bose.

3. Utilize Trade-in Programs to Retain Customers

- Offer current Bose customers a ₹3,000-₹5,000 discount for upgradation to newer models.
- Offer more Noise loyalty rewards to retain dual-brand customers.

D. Product Enhancement & Feature Upgrades

Key Issues Identified

Customers complained of "charging issues," "connectivity issues," and "battery life." Bose must address these technical problems to maintain the competitive edge of Noise.

Actionable Plans

1. Increase Battery & Charging Capability

- Implement rapid charging (10-minute charge = 3 hours use).
- Extend battery life from 6-8 hours to 12-15 hours for longer use.

2. Enhance Bluetooth Connection & App Features

- Improve multi-device pairing capability to enable seamless switching between phone and laptop.
- Add equalizer settings & personalized audio profiles to the Bose app.

3. Introduce an "India Exclusive" Noise-Canceling Mode

- Improve ANC (Active Noise Cancellation) to Indian traffic and crowd conditions.
- Focus on commuters and travelers who need greater noise insulation in city environments.

E. Sales & Distribution Expansion

Key Issues Identified

Bose is less offline accessible than Noise, being more easily found in local outlets and online.

Actionable Plans

1. Establish Offline Presence in Tier 2 & Tier 3 Cities
 - Install autonomous Bose kiosks at shopping complexes & metro stations.
 - Partner with electronic retail chains like Croma, Reliance Digital for in-store promotions.
2. Enhance Online Shopping Experience
 - Offer complimentary in-home demonstrations of top-of-the-line models.
 - Sell "Bose Certified Refurbished" items at lower prices for budget shoppers.
3. Increase Amazon & Flipkart Footprint
 - Push promotional Amazon deals with 24-hour delivery to drive conversions.
 - Use Flipkart Big Billion Days to push hard discounts and brand awareness.

F. Competitive Benchmarking Against Noise

Key Issues Identified

Bose is losing customers to competitors because of its high prices and old model of service.

Actionable Steps

1. Comparison-Based Marketing Campaigns
 - Put ads comparing Bose's better quality sound against Noise & JBL for the same price.
 - Emphasize Noise's lower price but Bose's longer life.
2. User-Generated Content (UGC) Campaigns
 - Ask customers to make "Why I switched to Bose" videos on Instagram & YouTube.
 - Award the best testimonials, which increase brand credibility.

Conclusion:

Understanding the Decline

Bose's decline in India is not merely because of growing competition but also because it is not keeping pace with changing customer needs. Though it still carries a premium perception for sound, its premium branding, poor after-sales support, and outmoded market stance have prompted Indian consumers to low-cost and customer-focused players like Noise, JBL, and Sony.

With data insights and sentiment analysis, we have found three major reasons for the failure of Bose in India:

Customer service dissatisfaction: Ineffective responses, poor support, and warranty/return issues.

Price imbalance: Excessive price without commensurate service or innovation.

Shift in consumer dynamics: Indian consumers increasingly prioritize value-for-money, upgrade frequency, and service quality over brand heritage.

Bose's Comeback Strategy in India

Challenges	Strategic Solutions
Poor Customer Service	Faster support, local repair centers, priority hotline
High Pricing Perception	Mid-range products, EMI plans, festival discounts
Brand Image Decline	Indian influencer partnerships, rebranding campaigns
Technical Issues	Fast-charging, better ANC, improved Bluetooth connectivity
Offline Presence Weak	Retail partnerships, mall kiosks, offline promotions