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INDIA



MARKETING REPORT

boAt Lifestyle

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1. Introduction:

boAt has become a prominent player in the Indian consumer electronics market, particularly within the wearables and audio accessories segment. This report delves into the company's marketing strategies, exploring how they've captured the attention of young consumers and established themselves as a lifestyle brand. We will analyse their approach to product development, influencer marketing, social media engagement, and their use of social initiatives to build brand loyalty and achieve market success. Also, discuss their Segmentation, Targeting, and Positioning (STP) strategy, analyse the competitive landscape and how boAt differentiates itself, examine factors influencing consumer behaviour towards their products, and explore their marketing mix (4Ps) – Product, Price, Place, and Promotion. Additionally, we'll investigate the internal and external factors of the marketing environment that shape boAt's marketing decisions, providing a comprehensive analysis of their rise to prominence in the Indian market. At the end of report, there are detailed analysis of surveys done by our team.

1.1 A brief history of boAt:

boAt started in 2016 with a simple idea: offer cool tech accessories like connector cables to young people in India (think millennials and Gen Z) at affordable prices. They started by selling on Amazon India, but their ambitions grew. They expanded into headphones, earphones, and then wireless speakers, and even smartwatches.

boAt's products are both stylish and budget-friendly, with something for everyone. They also have awesome marketing campaigns and partner with famous celebrities to promote their brand. No wonder they're selling so well - four items every minute, which translates to a whopping 6,000 every day!

This crazy growth has made boAt a big name. They're now one of the top 5 wearable brands in the world and the first Indian company that started online to reach over \$65 million in revenue. Their success story is an inspiration for anyone starting a business, showing that cool products, good prices, and smart marketing can take you places.

1.2 Brand Members:

Sameer Mehta the Chairman, Executive Director, and Chief Product Officer. Aman Gupta, the co-founder, CMO, and executive director of boAt, has played a pivotal role in steering the brand to remarkable success.

Vivek Gambhir, currently serving as the Chief Executive Officer (CEO), and executive Director brings strategic acumen, propelling boAt into a leading position in the audio accessories market.

(boAt Lifestyle, n.d.-a)



1.3 Financials of the company (2021-2022)

Revenue	₹15,312,698,770
Sales	₹15,116,899,635
Profits	₹779,274,556

(boAt Lifestyle, n.d.)

Financials News: (as of December 2023):

Consumer electronics company Imagine Marketing Limited, the parent company of wearable brand boAt Lifestyle, posted its best-ever revenue of Rs 3,377 crore during the financial year ended March 2023. (Tyagi, n.d.)

After eight years of making money, boAt took a hit in the last year (FY23). They lost Rs 129.4 crore because they spent more on marketing and growing the business. Their sales growth also slowed way down to around 18% year-over-year. This is a big change from the past three years when their sales were growing like crazy at an average of 133% each year. (Tyagi, n.d.)

Reasons behind the decrease in revenue:

boAt significantly increased its spending on advertising (4.3x) to gain visibility in a competitive market. This strategy paid off in the past with low advertising expenses, but competition is forcing them to invest more heavily.

Growing business development costs might be related to expanding sales channels, hiring new staff, or marketing initiatives beyond advertising.

Shifting Market Landscape:

- boAt witnessed strong growth in wearables (75% Year on Year) but minimal growth (3%) in audio and other accessories. This might indicate a saturation in the audio market segment where they were initially successful.
- Increased competition from established brands (OnePlus, Xiaomi) and homegrown players like Noise (80% Year-on-Year growth) is putting pressure on boAt's market share.

Transitioning to Manufacturing:

boAt recently entered a joint venture with Dixon for domestic manufacturing and acquired KaHa's design house for product development. These moves caused growing pains as they shifted from pure marketing to a more complex manufacturing model.

High Discounts and Returns

The company spends a significant amount (around Rs 900 crore) on discounts, returns, and warranties, which reduces its revenue before accounting for other operational costs.

**Positive Signs:**

Despite the revenue growth dip, boAt still achieved its highest-ever revenue figure (Rs 3,377 crore).

Cash outflow from operations improved drastically, indicating better cash flow management. (Tyagi, n.d.)

News:

Noise's sales grew by 80% last year, reaching Rs 1,426 crore. On top of that, they made almost Rs 1 crore in profit. (Tyagi, n.d.-b)

2. Boston Consulting Group Matrix:

boAt cannot be put into one matrix as of its latest situations, boAt has a strong revenue base and improved cash flow but due to increased competitors in the market share in the last year, the company can be aligned with a cash cow. This category isn't a standard but reflects boAt's current situation.

They are likely moving from a high-growth phase (driven by marketing and wearables) to a more mature stage with manufacturing and potentially broader product lines.

While their past growth has been impressive, it has shown signs of slowing. Competition is fierce, and managing costs effectively is crucial. This situation presents boAt with a problem child.

Their ability to navigate this critical situation will determine whether they solidify their position as a star or remain a company with promising yet uncertain prospects.



3. Marketing Environment:

The marketing environment refers to the entire set of internal and external factors that influence a company's marketing activities and its ability to achieve its marketing goals.

3.1 Micro-Environment:

These factors are within the company's direct control and influence its marketing capabilities.

3.1.1 Customer base

According to the 2022 reports, boAt reportedly sells between 14,000 to 15,000 products daily and boasts a customer base of over 2 million. The company has garnered customer attention by diversifying its product range to include a variety of earphones, wireless speakers, Airdopes, and headphones. In the True Wireless Stereo (TWS) category, boAt maintains its leadership position with a market share of 26.7%, although it has experienced a decline of 16.1% in market share. boAt primarily targets a youthful audience, making it an ideal investment choice for them.

3.1.2 Suppliers

Historically, boAt has relied on manufacturing facilities in China to produce its products. China has long been a hub for cost-effective manufacturing, offering economies of scale and efficient production processes. boAt leveraged these advantages to produce its audio devices at competitive prices, ensuring affordability. The robust supply chain ecosystem in China facilitated seamless procurement of raw materials and components necessary for the production of boAt's products.

With increasing geopolitical tensions and disruptions in global supply chains, there's a growing emphasis on localization and self-reliance in manufacturing. By shifting manufacturing to India, boAt aims to reduce dependency on foreign countries, particularly China, and promote indigenous production capabilities.

- Government Initiatives:

The Indian government has been actively promoting initiatives like "Make in India" to boost domestic manufacturing and attract investment in the electronics sector. boAt's decision aligns with these efforts, leveraging government support and incentives for local production.

- Cost Efficiency:

While China has historically been a hub for cost-effective manufacturing, rising labour costs and tariffs have led to a revaluation of manufacturing strategies. Manufacturing in India offers cost advantages, including lower labour costs and potentially favourable trade policies, contributing to improved cost efficiency for boAt.



- Supply Chain Resilience:

Recent global events, such as the COVID-19 pandemic and trade disputes, have highlighted the vulnerability of global supply chains. By manufacturing in India, boAt seeks to mitigate risks associated with supply chain disruptions and ensure greater resilience in its operations.

- Market Dynamics:

India presents a significant market opportunity for consumer electronics, driven by a large population, increasing disposable income, and growing digital adoption. Manufacturing locally allows boAt to better cater to the needs of the Indian market, offering customized products and faster turnaround times.

- Quality Control and Innovation:

Direct oversight of the manufacturing process in India enables boAt to maintain stringent quality control standards and drive innovation. By closely monitoring production, the company can respond quickly to market trends, customer feedback, and technological advancements, enhancing its competitiveness in the industry.

3.1.3 Distribution Channels

boAt employs a multi-faceted distribution strategy aimed at maximizing its reach and market penetration. The company utilizes several avenues to distribute its products:

- a. Online Channels:

boAt capitalizes on e-commerce platforms such as Amazon, Flipkart, and its own website to tap into a large customer base. Through partnerships with these platforms, boAt gains access to millions of online shoppers.

- b. Offline Channels:

boAt also sells its products in physical retail outlets like Croma, Reliance Digital, and various multi-brand stores. This approach caters to customers who prefer a tactile shopping experience.

- c. Collaborations and Partnerships:



boAt collaborates with celebrities, influencers, and sports teams to enhance brand visibility and recognition. These partnerships bolster boAt's credibility and reputation in the market, attracting more customers to the brand.

3.1.4 boAt and its competitors:

- Ubon

Ubon is an Indian electronic company that offers the most affordable products, including earphones, headphones, portable speakers, etc. The company was started in 1999 and has been a prominent player in the D2C consumer electronic product sector. It is also considered a non-government entity that is limited by shares.

- Noise

It is also an Indian-based brand known for producing and distributing wearable electronic products. Noise was founded by Gaurav Khatri and Amit Khatri in 2016. This brand is popular due to its affordable smartphones that come with advanced features. The company's current status is unlisted shares like boAt and allows retail investors to buy or sell its unlisted share.

- Fire-Boltt

Fire-Boltt is another leading Indian brand engaged in the manufacturing and marketing of audio and other electronic wearable products. It was founded in 2015 and is also considered a trusted smartwatch brand in the international market. Fire-Boltt is operated by Savex Technologies in India, which is an unlisted company.



3.1.5 Shareholders

- Warburg Pincus: Percentage: 36.48%

Background: Warburg Pincus is a renowned global private equity firm known for its investments in various sectors, including technology and consumer goods. Their significant stake in boAt signifies institutional confidence in the brand's growth potential.

- Aman Gupta (Co-founder): Percentage: 28.26%

Background: Aman Gupta is one of the co-founders of boAt. His substantial shareholding reflects his continued commitment to the company's vision and his significant role in its strategic direction.

- Sameer Mehta (Co-founder): Percentage: 28.26%

Background: Sameer Mehta, along with Aman Gupta, co-founded boAt. His ownership stake underscores his dedication to the company's success and his integral role in its operations.

- Fireside Ventures: Percentage: 3.76%

Background: Fireside Ventures is a venture capital firm specializing in early-stage investments in consumer brands. Their investment in boAt demonstrates confidence in the brand's ability to capture market share and drive innovation.

- Qualcomm Ventures: Percentage: 2.6%

Background: Qualcomm Ventures is the venture capital arm of Qualcomm Incorporated, a global leader in wireless technology. Their investment in boAt suggests recognition of the brand's potential to leverage technology in consumer electronics.

- Others: Percentage: 0.64%

Background: This category encompasses other minor shareholders who collectively hold a small percentage of boAt's shares.



Some other promotion examples led by boAt:

➤ **Stream Edition**

boAt launched stream edition audio products including a neckband, headphones and TWS earbuds in India in partnership with Netflix in December 2022.

boAt, and StanceBeam, a leading sports technology start-up in April 2023, have joined forces to offer StanceOS, which includes advanced smart sensors and sports motion detecting AI technology in smartwatches.

➤ **Dolby-powered neckband**

The Nirvana 525 ANC was formally introduced by boAt and Dolby in June, 2023.

Rockid Rush, a line of wireless Bluetooth headphones for kids, has been introduced by boAt in August 2023, expanding its line of products. The 10-hour battery life, 30-mm drivers, and 85 dB sound limit of the limited-edition Bluetooth headphones are included.

➤ **boAt partnership with IPL team**

boAt agreed to become the official audio and wearable partner of three Indian Premier League (IPL) clubs, including Gujarat Titans (GT) and Royal Challengers Bangalore (RCB) in March 2023. The company stated in a press release that it also extended its relationship with the Kolkata Knight Riders (KKR) and continued to serve as the team's official audio partner throughout the IPL's 16th season.

boAt also has co-branded with the Sunburn festival and The Lakme Fashion Week.

(For more detail refer to the section 7.4)



3.2 Macro-Environment:

The macroenvironment refers to the broad set of external conditions that affect an entire economy or industry, rather than a specific company or sector. These factors are largely outside of a company's control, but they can significantly impact its success.

3.2.1 PESTEL Analysis:

➤ **Political Factors:**

Since the NDA government assumed power in India in 2014, initiatives like Make in India have supported the growth of new businesses. Additionally, government programs have encouraged young entrepreneurs by offering loans. Improved tax and trade regulations since 2014 have also facilitated trade between states and international partners.

- **Import Duties:** Since boAt likely relies on imported components, fluctuating import duties can impact their production costs and pricing strategies. Staying informed about trade policies and potential tariff changes is crucial.
- **Intellectual Property Protection:** Protecting their unique headphone designs and functionalities through patents and trademarks is essential to prevent counterfeiting and safeguard brand identity.

➤ **Economic Factors:**

India's economic growth has led to increased consumer spending, particularly as per capita income rises. Market developments such as the emergence of wireless wearable technology, exemplified by products like Apple AirPods and JIO, have spurred further smartphone adoption among consumers.

- **Consumer Spending:** Economic downturns can lead to decreased discretionary spending, potentially impacting sales of premium headphones. boAt can consider offering budget-friendly headphone options or promotions to maintain market share.
- **Growth of Online Retail:** The rise of online marketplaces like Amazon and Flipkart presents a significant opportunity. boAt can leverage these platforms to expand their reach and cater to a wider audience beyond physical stores.

➤ **Social Factors:**

Consumer perceptions and behaviours towards wireless wearables have shifted, leading many businesses to adapt to this trend. Earbuds, in particular, have become integral to people's lifestyles and are increasingly considered a standard accessory for smartphone users.



- **Shifting Audio Trends:** The growing popularity of wireless earbuds and noise-cancelling headphones can influence consumer preferences. BoAt can adapt their product line to cater to these trends and offer a variety of headphone options.
- **Focus on Fitness and Wellness:** The increasing focus on fitness and active lifestyles presents an opportunity. boAt can develop sweatproof, water-resistant headphones targeted towards fitness enthusiasts.

➤ **Technological Factors:**

The introduction of wireless technology has revolutionized the earphone industry, coinciding with the government's Digital India initiative launched in 2014. This initiative aimed to promote smartphone usage and advance technology through digitization.

- **Bluetooth Advancements:** Newer Bluetooth versions offer features like faster pairing, lower latency, and improved audio quality. boAt can ensure their headphones are compatible with these advancements to stay competitive.
- **Voice Assistant Integration:** Integrating voice assistants like Siri or Google Assistant into headphones can enhance user experience and convenience. boAt can explore implementing these features in their products.

➤ **Environmental Factors:**

boAt should consider environmental factors in its product supply chain management to ensure their products are compatible with different environmental settings.

- **Sustainable Materials:** Consumers are increasingly environmentally conscious. boAt can utilize recycled materials in their headphone packaging or explore biodegradable options to reduce their environmental footprint.
- **E-Waste Management:** Promoting responsible e-waste disposal practices can enhance their brand image. boAt can partner with recycling initiatives or offer easy take-back programs for used headphones.

➤ **Legal Factors:**

boAt must adhere to intellectual property laws and avoid infringing on competitors' products. Protecting the rights of their workers and taking legal measures to safeguard their products are also essential considerations for the company.

- **Product Safety Regulations:** Compliance with safety regulations for headphones, such as those related to sound pressure levels, is essential. boAt needs to ensure their products adhere to these regulations to avoid legal issues.



- Labor Laws: Maintaining ethical labor practices and fair working conditions in their manufacturing facilities is crucial. Upholding these standards not only avoids legal repercussions but also fosters a positive brand image.



3.2.1 SWOT Analysis

SWOT analysis is a strategic planning framework used to evaluate a company's internal strengths and weaknesses (microenvironment) which are specifically for the company and external opportunities and threats (macroenvironment) which are with respect to the industry. It provides a comprehensive overview of a company's position in the market and helps in developing effective business strategies.

➤ **Strengths:**

- **Brand Recognition and Image:** boAt has established itself as a leading lifestyle brand in India, particularly for wearables and audio devices. Their focus on trendy designs, celebrity endorsements, and influencer marketing has created a strong brand image associated with youthfulness, affordability, and style.
- **Product Portfolio and Value Proposition:** boAt offers a diverse range of audio products (headphones, earphones, speakers) and wearables (smartwatches, fitness trackers) at competitive prices. This caters to a broad audience seeking stylish and feature-rich products without breaking the bank.
- **Distribution Network and Online Presence:** boAt leverages both online and offline channels for distribution. They have a strong presence on e-commerce platforms and established partnerships with major retailers, ensuring wide product availability.
- **Marketing and Promotional Strategies:** boAt utilizes impactful marketing campaigns featuring celebrities and social media influencers. This strategy effectively reaches their target audience and creates brand buzz.
- **Strong Customer Service:** boAt prioritizes customer satisfaction with efficient after-sales service and warranty programs.

➤ **Weaknesses:**

- **Limited Product Diversification:** While boAt has a strong presence in wearables and audio, their product portfolio lacks diversification compared to some competitors.
- **Reliance on Celebrity Endorsements:** Dependence on celebrity endorsements for marketing can be risky. If brand ambassadors face controversies, it could negatively impact boAt's image.
- **Focus on Price Sensitivity:** boAt's primary focus on affordability might limit their ability to compete in the premium segment of the market.
- **Profitability Margins:** The competitive Indian market can lead to lower profit margins, especially with a focus on aggressive pricing strategies.



- **Limited Global Presence:** boAt's current market presence is primarily focused on India, limiting their overall market reach and growth potential.

➤ **Opportunities:**

- **Growing Wearable and Audio Market:** The Indian wearables and audio market is experiencing significant growth, presenting a vast opportunity for BoAt to expand its market share.
- **Evolving Technology:** Advancements in wearables technology (e.g., health monitoring features) can be leveraged by boAt to develop innovative products and cater to changing consumer demands.
- **Expanding Online Sales:** The growing e-commerce market in India offers boAt an opportunity to further strengthen its online presence and reach a wider customer base.
- **International Expansion:** boAt can explore opportunities to enter new international markets with similar demographics and preferences for affordable, stylish tech products.
- **Strategic Partnerships:** Collaboration with other tech companies or fitness brands could open doors for new product development and market expansion.

➤ **Threats:**

- **Intense Competition:** The Indian wearables and audio market is highly competitive with established global brands and new entrants vying for market share. Price wars and aggressive marketing strategies from competitors can pose a threat to boAt's profitability.
- **Economic Fluctuations:** Economic downturns could impact consumer spending, especially for non-essential items like wearables and audio devices.
- **Fake Products and Counterfeiting:** The presence of counterfeit boAt products can damage brand reputation and customer trust.
- **Shifting Consumer Preferences:** Rapidly evolving consumer preferences in technology and design can make it challenging for boAt to keep pace with changing demands.
- **Changes in Government Regulations:** Government regulations on import duties, quality standards, or data privacy could impact boAt's production costs and marketing strategies.



4. Consumer Behaviour:

➤ **Need Recognition:**

This is the trigger, where a consumer identifies a need or problem. Maybe their current earphones are broken, they desire an upgrade with features like wireless connectivity, or a fitness tracker with audio playback has sparked their interest.

➤ **Pre-purchase Search:**

This is the information-gathering phase. Millennials and Gen Z heavily rely on digital resources. They'll search online stores, review platforms, and social media for information. YouTube reviews, comparisons with competitors, and recommendations from trusted influencers all play a role in building their knowledge about boAt products and their alternatives.

➤ **Evaluation of Alternatives:**

This stage involves weighing the pros and cons of different options. Affordability is a major factor for boAt's target audience. They compare features, designs, and most importantly, value for money. boAt stands out by offering trendy features like wireless connectivity and good bass at a price point lower than established brands. Style and design also play a significant role. boAt's youthful and colourful aesthetics resonate with fashion-conscious young buyers.

➤ **Post-decision Behaviour:**

This final stage goes beyond just the purchase. Customer satisfaction is crucial for boAt. Positive user experience with sound quality, battery life, and durability will influence future purchases and brand loyalty. Post-purchase evaluation happens here. Did the product live up to expectations? Satisfied boAtheads might recommend the brand to friends and family, boosting brand advocacy.

4.1 The year 2016 (Need Recognition):

The year 2016 saw the rise of the market for audio wearables due to several factors:

- After the launch of AirPods by Apple there was a huge boost in the fascination for wireless earphones.
- The launch of JIO SIM led to an increase in screen time among Indians.
- Most phone manufacturers stopped shipping earphones along with smartphones, and if they did those were of low quality.

All these factors created a huge market for audio wearables.



4.2 Consumer behaviour towards an audio wearable industry (Pre-Purchase Search):

- **Technology Adoption:**

Consumers tend to adopt new audio wearable technologies, such as wireless earbuds or smart headphones, as they become more affordable, and convenient and offer improved features like noise cancellation, Bluetooth connectivity, and voice assistant integration.

- **Portability and Convenience:**

Consumers often prioritize portability and convenience when choosing audio wearables. They prefer lightweight and compact designs that are easy to carry around, especially for activities such as commuting, exercising, or traveling.

- **Sound Quality:**

Sound quality is a crucial factor influencing consumer behaviour towards audio wearables. Consumers look for devices that offer clear, crisp, and immersive sound experiences, whether for listening to music, watching videos, or making phone calls.

- **Comfort and Fit:**

Comfort and fit are important considerations for consumers, especially for wearables that are worn for extended periods. Factors such as ergonomic design, adjustable ear tips, and sweat-resistant materials contribute to the overall comfort of the device.

- **Brand Reputation and Trust:**

Brand reputation and trust play a significant role in consumer behaviour towards audio wearables. Consumers often prefer established brands known for their quality, reliability, and customer service. Positive reviews and recommendations from friends, family, or online influencers can also influence purchasing decisions.

- **Price and Value:**

Price is a key factor influencing consumer behaviour. While some consumers are willing to invest in premium audio wearables with advanced features and premium materials, others prioritize affordability and value for money. Discounts, promotions, and bundle deals can also influence purchasing decisions.

- **Style and Design:**

Style and design preferences vary among consumers, with some preferring sleek and minimalist designs, while others may prefer bold colours or unique shapes. Customization options and personalization features can appeal to consumers looking for a device that reflects their personality and style.



- **Compatibility and Integration:**

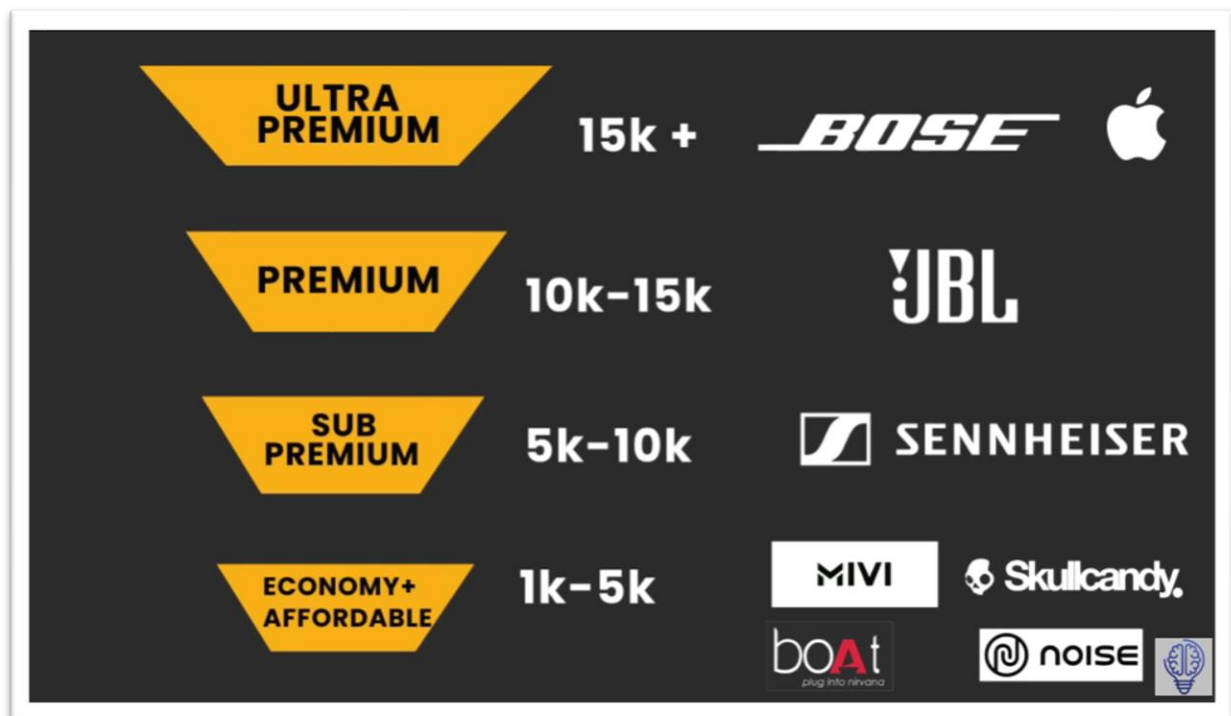
Compatibility with various devices and ecosystems, such as smartphones, tablets, and smart home devices, is important for consumers who seek seamless integration and connectivity across their devices.

- **Environmental and Social Impact:**

Increasingly, consumers are considering the environmental and social impact of their purchases. Sustainable materials, eco-friendly packaging, and ethical manufacturing practices can influence consumer behaviour towards audio wearables.

4.3 boAt's success and consumer behaviour (Evaluation of Alternatives extended):

Players in the audio wearables industry:



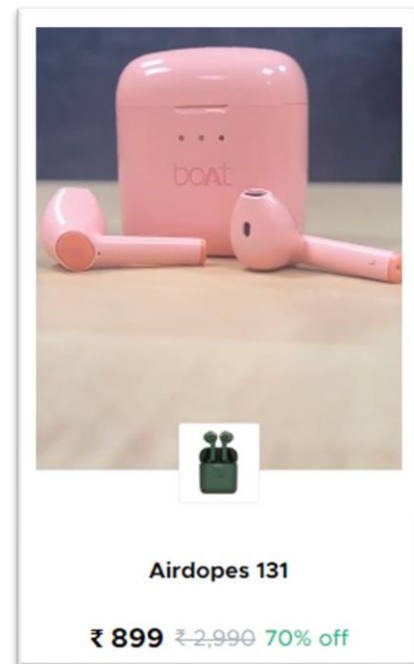
(Bhandary, 2022)

boAt addressed the affordability factor by introducing a range of products priced between 1K to 5K. However, despite facing competition from other brands offering similar price ranges, boAt emerged as the leading brand in this category. boAt not only recognized the demand for products within the 1K to 5K price range but also implemented strategies that set it apart from its competitors. This success can be attributed to several factors outlined below.



The best factor and one of the reasons that the brand boAt became such a success was its pricing strategy. Neither it is extremely overpriced, nor it is unimaginably cheap, it is just in between. The target audience of boAt is mainly youth, so they find it perfect to invest in.

The lowest earphones by the company are priced at Rs. 399 for wired and Rs. 899 for wireless.



boAt and its competitors offered similar products in terms of audio quality within the same price range. However, what set boAt apart was its exceptional service, customer experience, and strong brand image. boAt successfully cultivated this image through innovative marketing strategies and campaigns.

The value of a product is determined by two factors:

- Tangible Value
- Perceived Value

While boAt, along with competitors like Skullcandy, Noise, and MIVI, provided similar tangible value in their products, boAt distinguished itself through strategic endorsements that significantly enhanced the perceived value of its offerings.



Aspirational Value:

Aspirational value has a huge impact on customer buying behaviour when OnePlus did an endorsement with Robert Downey Jr the sales of OnePlus increased rapidly as this created a huge aspirational value in the heads of customers. The same case was observed with boAt.

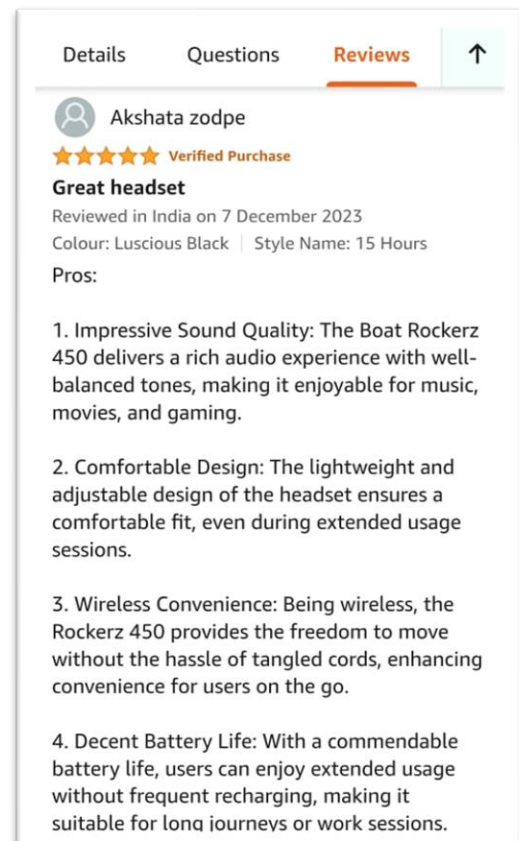
(refer to the section 7.4 for more details)

4.4 Post-decision Behaviour:

Post-decision Behaviour can be analysed with the help of reviews on marketplaces such as Amazon, Flipkart, Chroma, etc, and on the website itself.


4.4.1 Reviews:

These are some of the reviews that were analysed by our team and led to the conclusion that the consumers are satisfied with the performance of the product. Majority of people have appreciated the product with less returns and complaints.





[Details](#) [Compare](#) [Questions](#) [Reviews](#) [↑](#)

 **Supraja nayudu**

 **Verified Purchase**

Using since 13months

Reviewed in India on 23 February 2024

Colour: Bold Black | Style Name: Without ANC

I am using this for since 13 months, Initial months it worked well, everything was fine but right now i feel the battery is getting weaker and it is always getting disconnect and the right earphone is not fitting into its pod, it keeps popping back but it is getting charged. I don't think it will work properly afte next 4 months. This product is not recommend for rough usage. This best part of it is its quality, but the inner quality doesn't last long and bot friendly for rough usage.

These are some Pros and Cons

Pros :

- Good sound quality
- Battery is good
- Amazing product quality

Cons :

- Gets disconnected for every 10 to 15 min and then gets reconnected after 20 to 25 sec.
- Doesn't work while running or in moderator wind

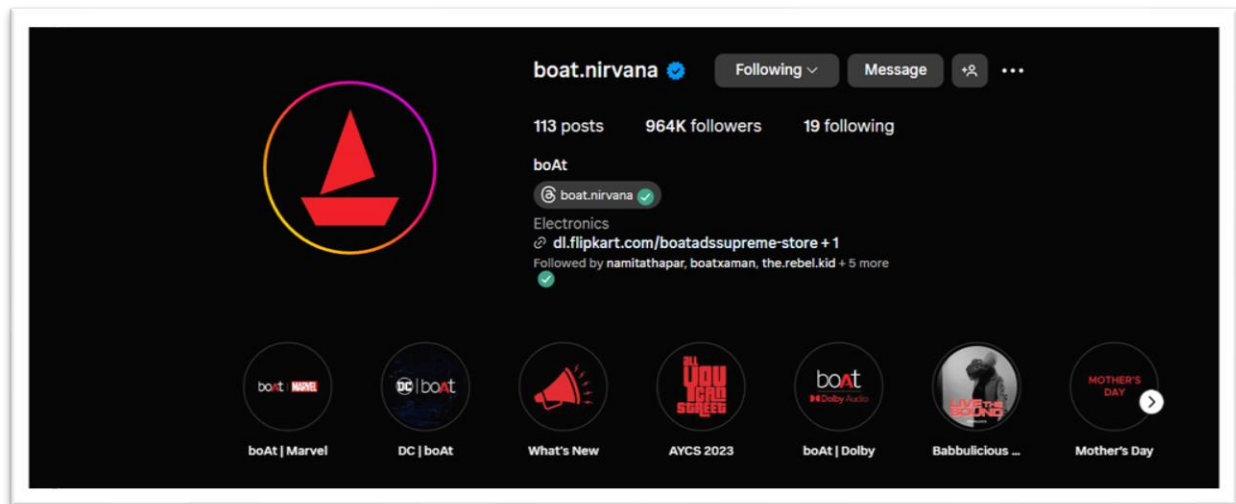
Negative Reviews: The reviews which are negative clearly mention that the product worked well for few months then there were some issues with it, also mention that it is not suitable for rough usage.



According to our analysis, the product bought by the user also has great significance, the products of relatively cheaper price have more chances of receiving complaints. Most of the people who buy boAt are satisfied because of their price point.

4.4.2 Social Media Engagement:

The Instagram handle of boAt is named boAt. Nirvana as “Plug into Nirvana” has a good account reach and followers (964K) which implies that people are interested the boAt products and follow its Instagram handle.



- **In our interview with the retailers:**

The person clearly mentioned that the customers do not come to return the product because it is cheaper, and the customers are satisfied to receive few less quality products. While the other salesman responded that there is zero return rate for boAt products. He added that there are negligible complaints or requests for repairing the products.

- **In our interview with the consumers:**

The consumers were satisfied with the performance of their product, indicating brand satisfaction. Also, when asked if they would buy boAt products again, the answer was which clearly indicates brand loyalty.



5. Segmentation, Targeting and Positioning:

boAt Lifestyle has become synonymous with trendy and affordable audio accessories in India. Their rapid rise to dominance can be attributed to a well-defined STP (Segmentation, Targeting, Positioning) strategy. This analysis dives deep into each stage, exploring how boAt identified its target audience, positioned itself within the market, and ultimately captured a significant market share.

5.1 Segmentation

boAt recognized the vast and diverse Indian consumer base and strategically segmented the market based on various factors:

➤ **Demographics:**

- Age: Primarily targeting millennials (born 1981-1996) and Gen Z (born 1997-2012) who are tech-savvy, brand conscious, and value affordability.
- Income: Focus on the mid-range income segment, offering value for money without compromising on quality.
- Location: Initially catering to major cities, but now expanding to Tier 2 and Tier 3 cities with growing disposable income.

➤ **Psychographics:**

- Lifestyle: Targeting individuals with active lifestyles who value music, fitness, and staying connected.
- Interests: Appealing to those who prioritize design aesthetics alongside functionality.
- Values: Aligning with the aspirations of a young generation seeking self-expression and individuality.
- Price point:

Within each product type segment, further segmentation is done based on price points.

- Under ₹1,000: This segment caters to budget-conscious consumers seeking basic functionality.
- Under ₹2,000: This segment targets value-seeking customers who prioritize a balance between affordability and features.
- Under ₹3,000 - ₹5,000: This mid-range segment attracts consumers who desire good quality and some advanced features.
- Above ₹5,000: This premium segment caters to customers who prioritize high-end features, brand reputation, and cutting-edge technology.
- Above ₹10,000 & ₹20,000+: These segments are for niche markets seeking top-of-the-line products with the latest advancements and potentially luxury brands.



➤ **Behavioural:**

- Usage Patterns: Focusing on frequent users of audio accessories for everyday activities like commuting, workouts, and entertainment.
- Brand Loyalty: Encouraging brand loyalty by offering consistent quality, trendy designs, and a strong brand personality.
- Purchase Behaviour: Targeting online shoppers who research and compare products before buying. The boAt has its online presence on various e-commerce sites such as Amazon, Flipkart, Chroma, etc.

➤ **Product Type Segmentation:**

The segmentation is on the basis of product requirements in the audio category.

- Audio: This category includes True Wireless Earbuds, Wired Earphones,
- Wireless Headphones, Neckbands, Soundbars, and Wireless Speakers.
- Wearables: This category includes Smart Watches (Sleep Trackers).

5.1.1 Levels of Segmentation:

➤ **Mass Marketing:**

- Target Audience: Broad audience interested in audio products and wearables.
- Products: Affordable and widely appealing products like basic earphones, and fitness trackers.
- Marketing Approach: Generic advertising campaigns on social media focusing on brand awareness and core functionalities. (refer to section 7.4 for more details)
- Example: commercials highlighting the convenience, style and affordability of BOAt earphones.

➤ **Segment Marketing:**

- Target Audience: Divided by demographics (age, income) or psychographics (interests, activities).
- Products: Tailored product lines based on segments.
- Example 1: Fitness Enthusiasts: Focus on sports earphones with advanced features like water resistance and heart rate monitoring.
- Example 2: Young Professionals: Stylish and trendy wireless earphones with active noise cancellation.
- Marketing Approach: Targeted advertising on relevant platforms showcasing product features that resonate with each segment.

➤ **Niche Marketing:**

- Target Audience: Highly specific group with unique needs and preferences.
- Products: Specialized products catering to the niche segment.



- Example: Gamers: High-performance wireless headphones with low latency for immersive gaming experiences.
- Audiophiles: Premium noise-cancelling headphones with exceptional sound quality.
- Marketing Approach: Partner with gaming influencers or audiophile communities, and leverage targeted online advertising.

➤ **Micro-Marketing:**

- Target Audience: Extremely specific groups or even individual customers with personalized needs.
- Products: Highly customized products or tailored bundles.
- Example: Offering custom colour options for earphones based on individual preferences.
- Marketing Approach: Highly targeted social media marketing, personalized email campaigns, and one-on-one communication.

5.2 Targeting

With a clear understanding of its target segments, boAt adopted a focused targeting strategy:

- Millennials and Gen Z: These generations are the core audience, as they heavily rely on audio accessories for communication, entertainment, and fitness.
- Value Seekers: boAt caters to those who seek a balance between affordability and quality, offering features at competitive prices.
- Fashion-Conscious Consumers: The brand positions itself as a trendsetter, offering stylish designs and vibrant colors that resonate with young, fashion-forward individuals.

5.3 Positioning

boAt's strategic positioning is central to its success:

➤ **Value Proposition:**

"Affordable fashion for your ears" - This tagline encapsulates the brand's core offering, combining trendy, high-quality audio products at accessible prices.

➤ **Differentiation:**

boAt stands out by offering a unique blend of style, functionality, and affordability. They don't just sell products; they sell a lifestyle that resonates with their target audience.

➤ **Brand Personality:**



boAt cultivates a youthful, energetic, and vibrant brand personality. The brand voice is relatable, using trendy slang and engaging with customers on social media.

A deeper dive into how boAt leverages its positioning:

- **Product Strategy:** boAt offers a diverse range of audio products catering to various needs and preferences. They constantly innovate, introducing new designs and features to stay ahead of the curve.
- **Pricing Strategy:** boAt maintains a competitive pricing strategy, making their products accessible to a broad audience.
- **Distribution Strategy:** They leverage both online and offline channels, with a strong presence on e-commerce platforms and partnerships with major retail stores.
- **Marketing and Communication:** boAt utilizes a strong digital marketing strategy, employing social media influencers, celebrity endorsements, and engaging content to connect with their target audience.

5.4 The Impact of boAt's STP Strategy:

- **Market Penetration:** Their targeted approach has allowed them to penetrate the Indian market effectively, capturing a significant market share in the audio accessories segment.
- **Brand Loyalty:** The focus on value, style, and customer connection has fostered brand loyalty amongst their target audience.
- **Competitive Advantage:** By understanding their ideal customer and carefully positioning themselves, boAt has carved out a distinct space in a highly competitive market.



6. Approaches and tools used by boAt to conduct market research and analysis.

Businesses use a variety of methodologies and technologies to conduct market and marketing analysis efficiently. They use market research surveys to collect customer insights, competitive analysis to better understand market dynamics, and social media monitoring to analyse brand sentiment. Customer feedback analysis helps discover areas for development, while market segmentation helps target audiences. Marketing analytics tools track campaign results, while industry studies give crucial market insights.

6.1 Market Analysis:

boAt conducts market analysis to understand customer needs, preferences, and trends. This helps them develop targeted marketing campaigns and product offerings. They follow recent trends, social causes, and societal demands to promote their products.

They follow social trends to increase emotional attachment to the brand and further increase their customer base. *(Refer to section 7.4.4 for more details)*

6.2 Sales Strategies:

boAt's sales strategies include offering a wide range of products at affordable prices, and trendy colours, partnering with e-commerce platforms, and leveraging its strong brand presence.

Also, at shops dealing with audio products boAt products can be found very easily which indirectly increases their sales forcing the salesperson to sell the products.

Discounts: boAt provides heavy discounts and offers which are very attractive and cause customer attention easily.



7. Marketing Mix (4p's)

7.1 Product:

Product Definition: boAt offers a broad range of audio-centric products, including:

- **Wireless Earbuds & Headphones:** Their core strength, boasting a variety of styles and features for workouts, commutes, or everyday use.
- **Wired Headphones & Earphones:** Providing a budget-friendly option for those who prefer a traditional connection.
- **Portable Speakers:** Offering wireless solutions for personal or group listening experiences.

Product Category: boAt's offerings can be classified into multiple categories:

- **Potential Products:** Some of their innovative features, like environmental noise cancellation in their latest earbuds, could be considered potential products as they introduce new functionalities to the market.
- **Expected Products:** Consumers expect core functionalities like good sound quality and comfortable wear in headphones. boAt consistently delivers on these expectations.
- **Augmented Products:** boAt goes beyond the expected by incorporating features like stylish designs, long battery life, and integration with voice assistants, augmenting the basic headphone experience.

Product Mix Analysis:

- **Width:** boAt offers several product lines (wireless earbuds, wired headphones, speakers, etc.) showcasing a broad width in their product mix.
- **Length:** Each product line boasts a healthy number of individual models, catering to diverse preferences. For example, their wireless earbud line features options with varied battery life, water resistance, and microphone capabilities, reflecting a significant length within the line.
- **Depth:** boAt provides multiple variations within each model. Their flagship Airdopes line offers various color options and limited-edition collaborations, showcasing depth in their product mix.
- **Consistency:** The product lines share a focus on audio and wearables, maintaining a consistent theme throughout the mix.

Product Lifecycle: boAt likely follows the standard product lifecycle with stages like:

Introduction Stage:

- **Launching new models with innovative features or designs:**



- Reference: In 2021, boAt launched the Airdopes 441 with industry-leading environmental noise cancellation (ENC) technology in their wireless earbud range, marking a significant introduction in their product line (Quora, 2021)

Growth Stage:

- **Building brand awareness and increasing sales through marketing and distribution channels:**
 - Reference: boAt has actively partnered with celebrities and influencers to promote their products, increasing brand visibility and driving sales growth. They've also expanded their distribution channels to include online marketplaces and major retail stores across India (Crunchbase, n.d.).

Maturity Stage:

- **Facing increased competition and potentially refreshing product lines with upgrades or new variants:**
 - Reference: The Indian headphone market is highly competitive. boAt addresses this by regularly refreshing their product lines. For instance, they released multiple iterations of their popular Airdopes series, each featuring incremental upgrades like improved battery life or faster charging capabilities (boAt, n.d.).

Decline Stage:

- **As newer technologies emerge, some products may reach the decline stage and be phased out:**
 - Reference: Specific examples of boAt headphones reaching decline are difficult to pinpoint as information on product phase-out isn't readily available. However, it's likely that some of their earlier models, especially those lacking features like Bluetooth 5.0 or longer battery life, might see declining sales as consumers gravitate towards newer offerings within the boAt range or from competitors altogether.

boAt headphones are primarily **shopping products** due to the emphasis on features, diverse product lines, and consumer shopping behaviour.

New Product Development: Specific details about boAt's new product development process are not publicly available. However, we can infer some aspects based on industry practices:

- **Idea Generation:** Market research, competitor analysis, and customer feedback likely play a role in identifying new product opportunities.
- **Concept Development:** Promising ideas are fleshed out, considering features, target audience, and production feasibility.



- **Prototyping and Testing:** Physical prototypes are created and tested internally and potentially with consumer groups.
- **Commercialization:** Products that pass testing undergo finalization, packaging design, and launch strategies.

7.2 Price:

boAt started with only accessories, but today offers a wide range of audio products, including boAt headphones, boAt earphones, wireless speakers, wireless earbuds, home audio equipment, wireless earphones, etc. They have something for everyone and is a market leader for consumer electronic products in affordable prices or high-end gear range.

Regarding sound quality, the boAt brand is known for delivering exceptional audio. This company aims to deliver products designed to provide an immersive listening experience, and they often use premium materials to ensure optimal sound quality.

Overall, boAt's products are well-made and offer great value for the price. This helps further boAt marketing strategy as they can position good quality products at affordable rates compared to the competition in this category.

Target Customer	Price Range (INR)	Focus
Budget-conscious buyers	₹299 - ₹1,999	Entry-level products, good value for money
Mid-range seekers	₹2,000 - ₹4,999	Improved features, balanced affordability and quality
Premium segment	₹5,000+	Advanced features, superior sound quality, design focus



7.3 Place:

boAt leverages a two-pronged approach for distribution, capitalizing on both online and offline channels:

7.3.1 Distribution Channels:

7.3.1.1 Online Distribution Channels:

This is their primary focus, reaching a wider audience and keeping costs lower. Key online channels include:

- **boAt's own website:**

They offer the full product range directly with the potential for exclusive deals and bundled offers.

- **Major e-commerce platforms:**

They partner with leading online retailers like Amazon, Flipkart, and Myntra for extensive reach.

- **Offline Channels:**

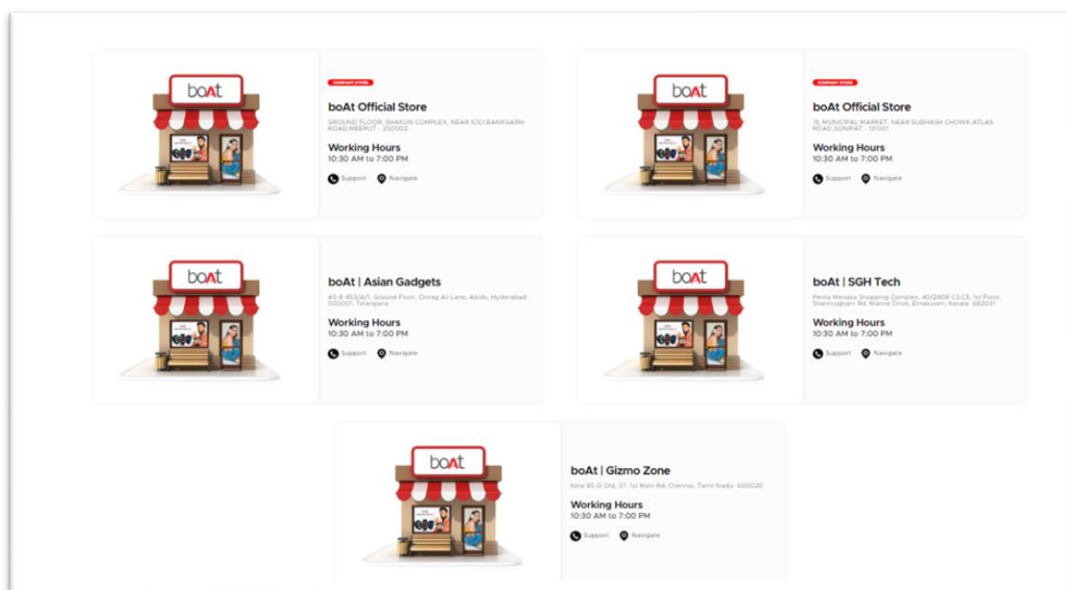
boAt utilizes offline channels to provide a physical touchpoint for customers who prefer to see and try products before buying. Examples include:

- **Electronic stores:**

Partnering with established electronics retailers like Croma and Reliance allows for a wider physical presence.

- **Brand stores:**

Though not as widespread, boAt has its own exclusive stores in selected locations for a more premium brand experience.





7.3.1.2 Offline Distribution Channels:

➤ Dealerships and Retail Stores:

boAt partners with dealerships and retail outlets to establish a physical presence in key geographic areas. These brick-and-mortar stores allow customers to experience boAt products firsthand, receive personalized assistance, and make informed purchase decisions. Participation in boat shows, exhibitions, and events globally provides boAt with opportunities to showcase its products, network with industry professionals, and attract potential customers. These events serve as platforms for product launches, demonstrations, and sales negotiations, bolstering brand presence and driving sales. Additionally, boAt strategically establishes physical stores across India to complement its global presence. These stores, located in prominent areas such as Sonipat, Hyderabad, Ernakulam, Chennai, and Meerut, allow customers to experience boAt products firsthand and receive personalized assistance. By combining participation in global events with a strong retail presence in key Indian cities, boAt maximizes its reach and engagement with both domestic and international audiences, ultimately strengthening its brand and driving sales growth.

➤ boAt Shows and Events:

Participation in boat shows, exhibitions, and events globally provides boAt with opportunities to showcase its products, network with industry professionals, and attract potential customers. This is a direct channel for boAt. These events serve as platforms for product launches, demonstrations, and sales negotiations, bolstering brand presence and driving sales. boAt, regularly participates in various events globally to showcase its products, engage with customers, and strengthen its brand presence.

Some of the notable events where boAt has been involved include:

boAt strategically targets consumers across various touchpoints to solidify its brand presence. From showcasing cutting-edge products at CES (Consumer Electronic Shows), the industry's leading tech show, to sponsoring music festivals and sporting events, boAt connects with music lovers, fitness enthusiasts, and tech aficionados. Their involvement in tech conferences and expos further cements their position at the forefront of innovation, allowing them to network with industry leaders and stay ahead of the curve. This multi-faceted approach ensures boAt reaches its target audience effectively, fosters brand awareness, and positions it as a leader in the consumer electronics and wearables market.

(Refer to the section 7.4.3 for more detail on events)

➤ Distributors and Agents:

Utilizing distributors or agents facilitates supply chain management, inventory handling, and sales facilitation in specific regions or markets. This is an indirect channel for sales. These intermediaries play a vital role in expanding boAt's reach and accessibility, particularly in regions where establishing a direct presence may be challenging. boAt, a prominent audio



and wearable brand, employs distribution agents as part of its distribution strategy to facilitate supply chain management, inventory handling, and sales facilitation in specific regions or markets. Distribution agents serve as intermediaries between boAt and retail outlets or customers, playing a crucial role in expanding the brand's reach and driving sales growth.

boAt's distribution agents manage the indirect channels of sale. They manage the flow of products (warehousing, logistics), ensure stock availability, and directly or indirectly sell products. They leverage local market knowledge to drive sales, build strong relationships with retailers, and identify new market opportunities. They also provide valuable feedback and market insights to help boAt refine its strategies.

7.3.3.3 Direct Distribution Channel:

➤ **boAt Official Store**

-Location: 18, Municipal Market, Near Subhash Chowk, Atlas Road, Sonipat - 131001

➤ **boAt | Asian Gadgets**

-Location: #5-8-453/A/1, Ground Floor, Chirag Ali Lane, Abids, Hyderabad- 500001, Telangana

➤ **boAt | SGH Tech**

- Address: Penta Menaka Shopping Complex, 40/2908 C3,C5, 1st Floor, Shanmugham Rd, Marine Drive, Ernakulam, Kerala- 682031

➤ **boAt | Gizmo Zone**

- Address: New 85-D Old, 37, 1st Main Rd, Chennai, Tamil Nadu- 600020

➤ **Ground Floor, Shakun Complex**

- Location: Near ICICI Bank, Garh Road, Meerut - 250002

These stores provide customers with access to boAt's range of audio and wearable products, offering a convenient shopping experience across various locations in India.

7.3.2 Channel Levels:

boAt sells their products in different ways depending on how fancy they are. For their high-end headphones, like "Nirvana by boAt," they partner with special stores that sell mostly expensive electronics. This makes the headphones feel more exclusive. For their regular headphones and speakers, boAt uses many different stores to sell them. You can find them online, at big chain stores, and even at smaller local shops! This way, anyone who wants a cool and affordable boAt product can find one easily. By using this approach, boAt reaches all kinds of customers while keeping their brand image strong.



7.4 Promotion

boAt doesn't rely on a one-size-fits-all approach for promotion.

➤ **Digital Dominance:**

Social media platforms like Instagram and YouTube are key battlegrounds, with engaging content and influencer collaborations amplifying brand reach.

➤ **Celebrity Endorsements:**

Partnering with popular celebrities resonates with their target audience and strengthens brand association with a trendy lifestyle.

➤ **Strategic Content Marketing:**

Creating engaging blog posts on their website(www.boat-lifestyle.com), reviews, and tutorials educates consumers and positions boAt as an industry authority.

➤ **Experiential Marketing:**

Sponsoring music festivals or events relevant to their audience allows for direct interaction and brand immersion.

➤ **Eye-Catching Visuals:**

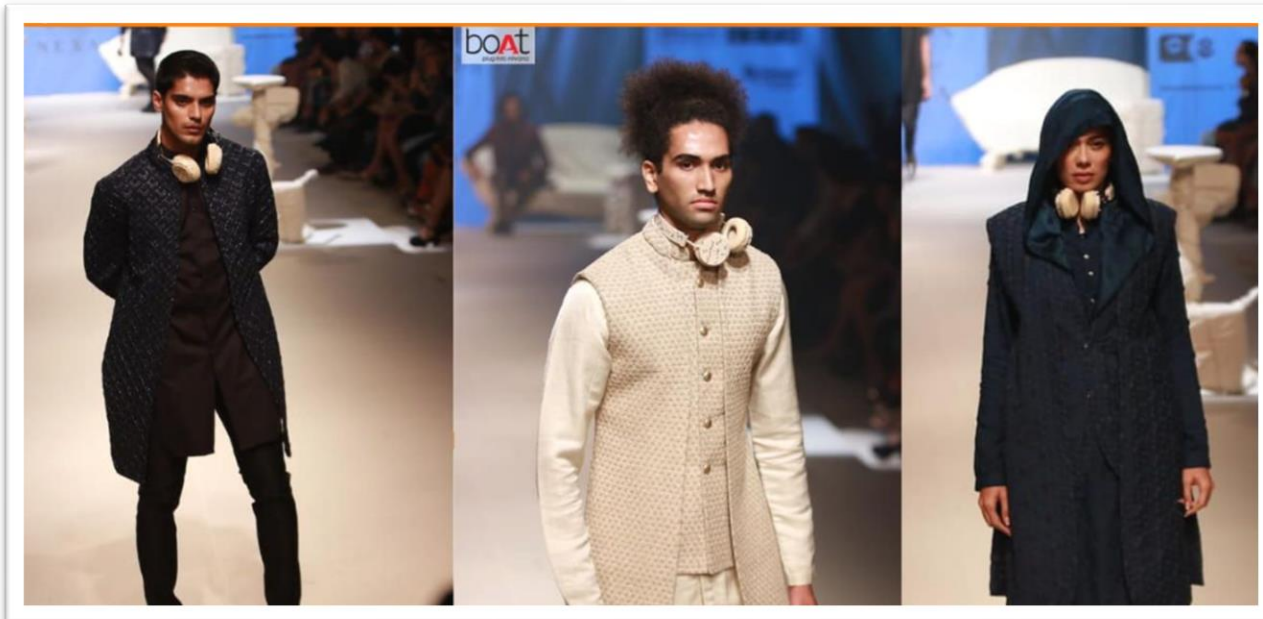
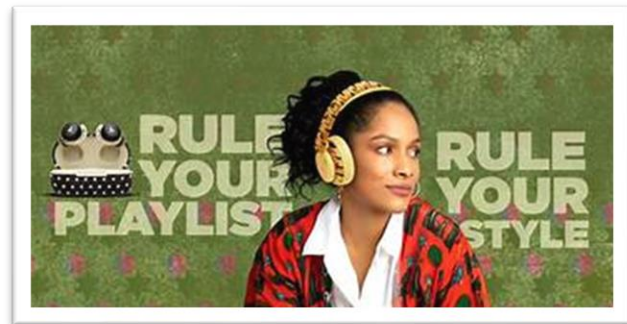
From product design to marketing materials, boAt prioritizes vibrant aesthetics that appeal to the young, fashion-conscious crowd.

From the very first, boAt was focused on marketing through digital marketing and social media. It took up many social media influencers to promote the products as well as their brand. Similarly, in 2018 boAt did an advertisement campaign with Hardik Pandey. Further, apart from that various celebrities like Cricketers Rishab Pant, Shikhar Dhawan, Virat Kohli, and Shreyas Iyer were part of a group of celebrities who endorsed boAt.

Not only that Bollywood stars, Kiara Advani, Kartik Aaryan, singer Neha Kakkar and Diljit Dosanjh were present in the list of celebrities as well. They mainly focus on athletes for the promotion of their brand.

Apart from all these, boAt has collaborated with Lakme Fashion Week in 2019, promoted its products, and introduced itself as a lifestyle brand instead of an electronic brand. With developing products like smartwatches, portable speakers, and other wearable gadgets it has truly transformed itself into one.

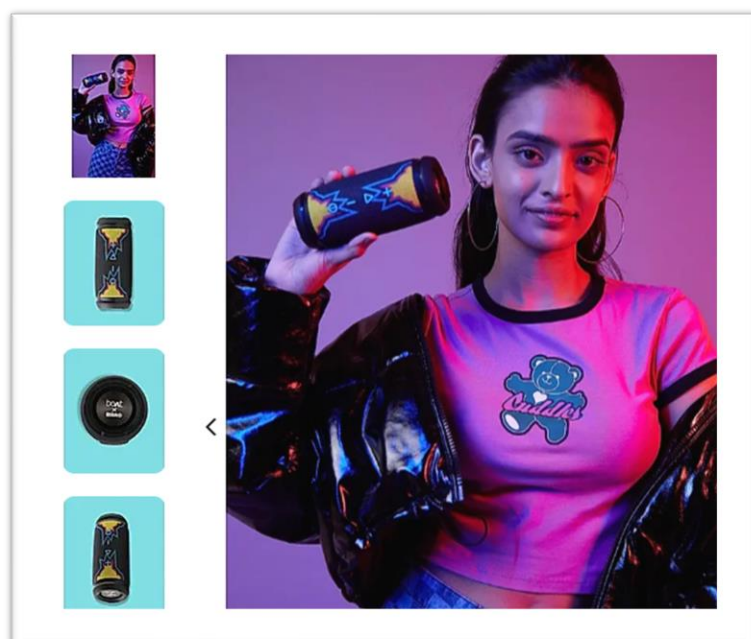
boAt also collaborated with Masaba Gupta to design spunky headphones at the Lakme Fashion Week 2020. (boAt Lifestyle, 2022)



7.4.1 boAt's collaboration with Bira 91:

Ankur Jain, CEO and Founder, of Bira 91, stated, "We're in the same boAt as two brands, hopefully drinking the same beer." (Chakraborty, n.d.).

The audio products are present on the website of Bira 91 which is shop.bira91.com.

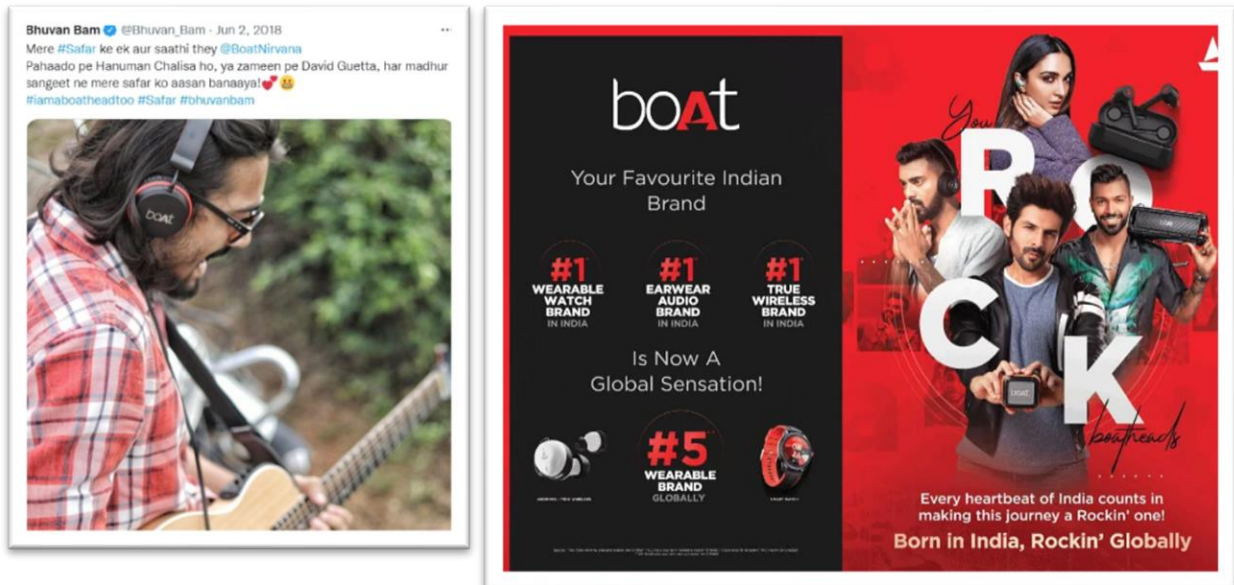




7.4.2 Influencer marketing:

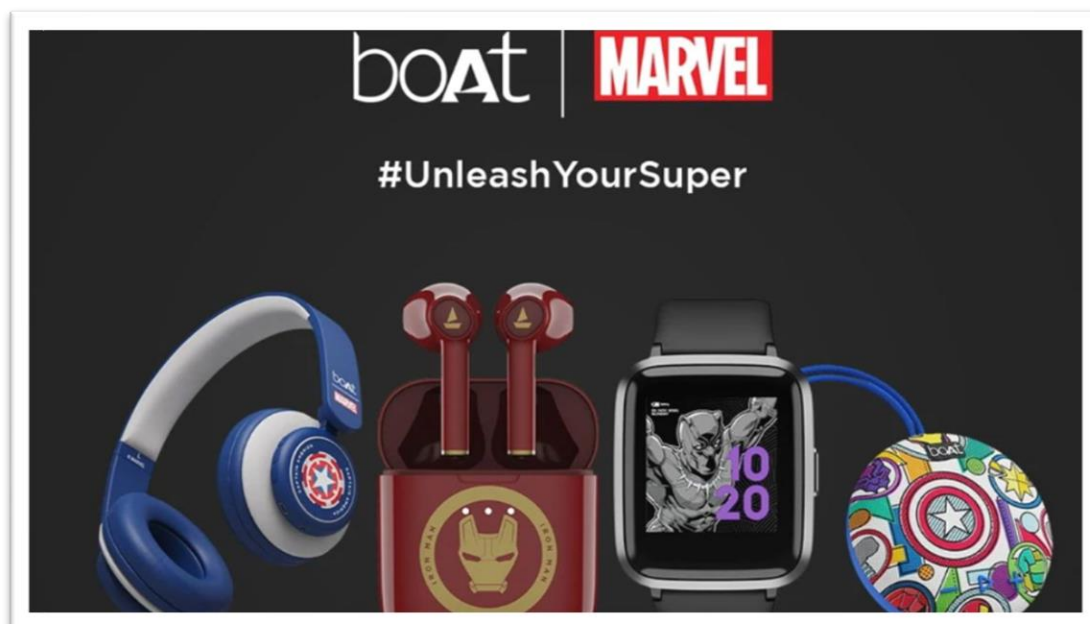
It can be extremely effective, but it must be done carefully to avoid pitfalls.

boAt uses influencers wisely by partnering with relevant influencers who have a genuine connection with the brand's identity.



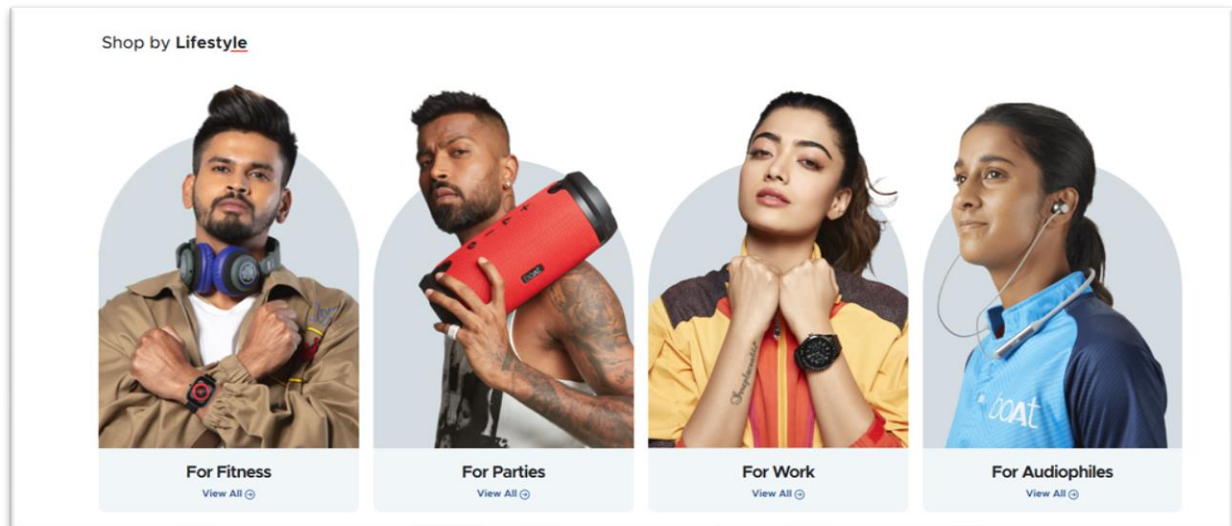
7.4.3 boAt as a Lifestyle brand

To market itself as a lifestyle brand boAt took some thoughtful steps one of those was collaborating with Marvel for special collection of earbuds, headphones, and speakers designed especially for Marvel fans. This collection features characters like Iron Man, Captain America, and Black Panther.



(Bhandary, 2022)

Group-boAt lifestyle: Amarnoor, Arpita, Harman, Harsh and Nishant



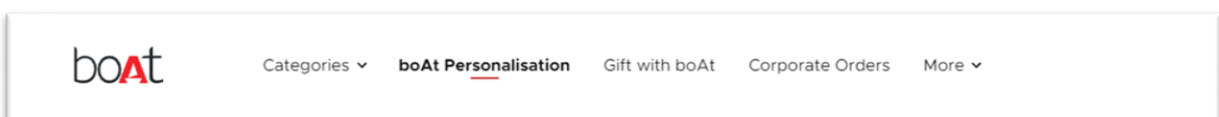
The image is a clear indication that boAt positions itself as a brand for all types of customers, be it Fitness freaks, Party people, corporate employees, or audiophiles. They use psychographic segmentation, associating their brand with an active, music-centric lifestyle through influencer marketing and social media content. This resonates with those who value these aspects of their lives. Ultimately, boAt's segmentation strategy creates a multifaceted brand image that appeals to a broad spectrum of young consumers seeking a trendy and tech-integrated lifestyle.

7.4.3 Personalized message strategy

For the boAt marketing strategy to win, the brand needed to focus on customer service. It did this by ensuring that its customers could get the best possible experience when using its products. They sent personalized messages via emails and SMS, created a customer care helpline, tailored warranty policies, and kept the customer in mind when designing new products.

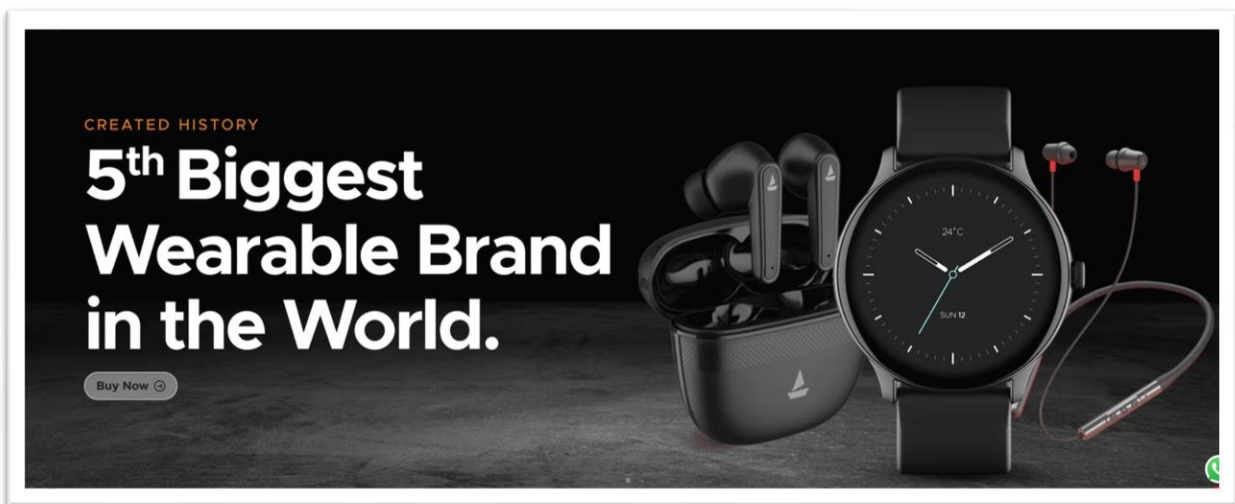
Personalization of Products:

In the era where Gen Z is fond of personalization boAt catered to the market by creating a new category on their website which provides personalized engraving at 99 INR.





Additionally, boAt offers "Do what #floats your boAt" pages on its very own website. The website boAt-lifestyle.com has a special link (Read Our Blog) that redirects to the webpage comprising of blogs that have information about the company. This step is very beneficial in creating a loyal customer base because when the information regarding all the social works and other initiatives taken by the company is conveyed to the customers the feeling of association with the brand increases.



When the consumer sees that they are using the products of company which is 5th Biggest wearable brand in the world, the aspirational value automatically increases.



All blog posts on the webpage are conveniently short, offering bite-sized knowledge in just 3-7 minutes. This clear display of reading time tempts visitors by showcasing a commitment to respecting their busy schedules and offering valuable insights without much time investment.

boAt's promotion strategy is a creative mix of digital outreach, celebrity endorsements, and community building, all designed to target a young, tech-savvy audience:

➤ Digital Domination:

- Social media: They have a strong presence on platforms like Instagram and Facebook, using engaging content and influencer marketing to connect with their target audience.
- Targeted Online Ads: They leverage online advertising platforms to reach their ideal customers across the web.
- Creative Hashtags: They utilize catchy hashtags like #levelupwithboAt and #boAtheads to generate brand awareness and user-generated content.

➤ Community Building:

- boAtheads Club: They've fostered a loyal online community called "boAtheads" where customers can interact, share experiences, and participate in brand discussions.
- Interactive Campaigns: They run interactive social media campaigns and contests to generate excitement and brand engagement.

7.4.3 Events done boAt:

Music Festivals:

Sunburn Festival: A major electronic dance music festival held in Goa, India. Partnering with such a festival would put boAt in front of a large audience passionate about music and good sound quality.

NH7 Weekender: A popular multi-city indie music festival in India. Aligning with NH7 Weekender would connect boAt with a younger audience interested in alternative music genres.

Product Launches:

boAt Nirvana Launch Event: A grand launch event for their "Nirvana by boAt" premium audio line could involve celebrity appearances, product demonstrations, and media coverage.

Experiential Events:

Group-boAt lifestyle: Amarnoor, Arpita, Harman, Harsh and Nishant



boAt Pop-Up Store Experience: Setting up a temporary store with interactive displays and demo areas for customers to try out various boAt products.

"Hear Me Roar" Talent Showcase: An event showcasing the talents of underprivileged kids supported by boAt's social initiative, potentially held at a public venue or online.

Celebrity Meet-and-Greets:

Ranveer Singh Fan Meet-and-Greet: An exclusive event where fans can meet and interact with Ranveer Singh, promoting boAt products through his presence.

Esports Tournaments:

Battlegrounds Mobile India (BGMI) Esports Tournament: Partnering with a popular mobile esports game like BGMI could reach a large audience of young gamers who might be interested in boAt's gaming headsets.

Social Responsibility Events:

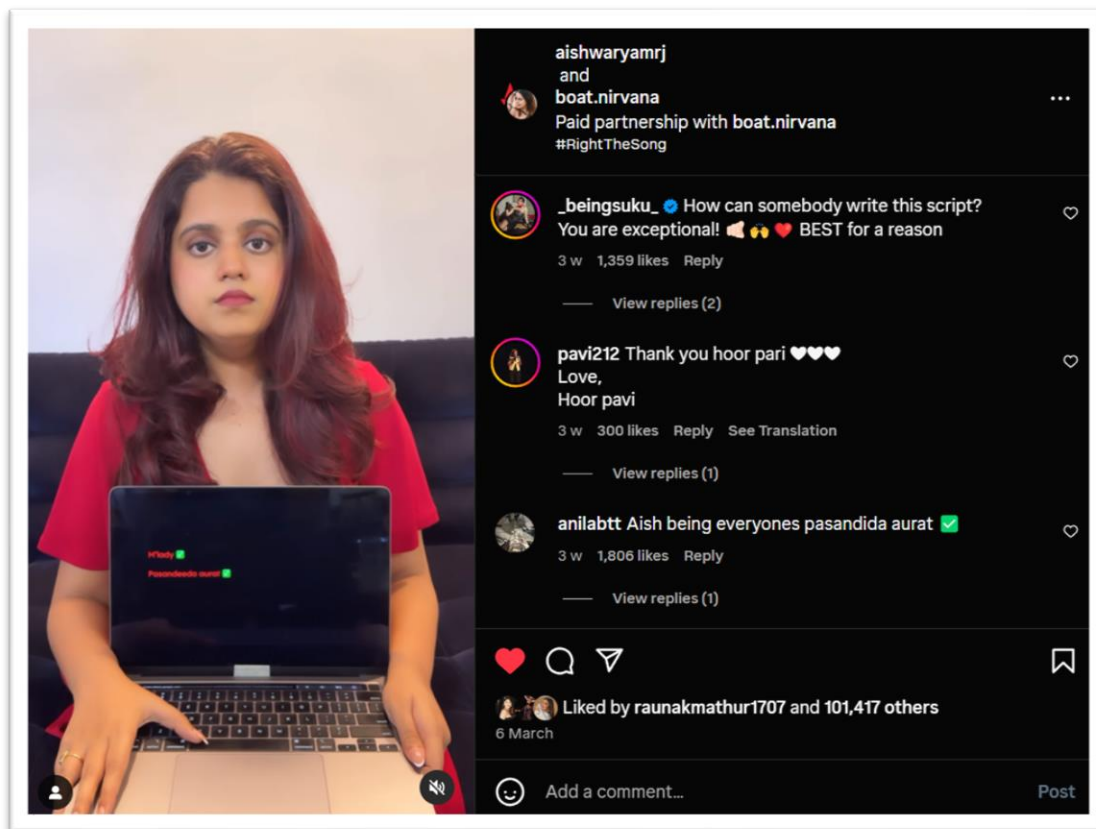
Charity Run for Education: Sponsoring a charity run that supports education initiatives aligns with boAt's social responsibility efforts and attracts positive brand association.



7.4.4 Campaigns by boAt:

➤ Campaign on Women's Day:

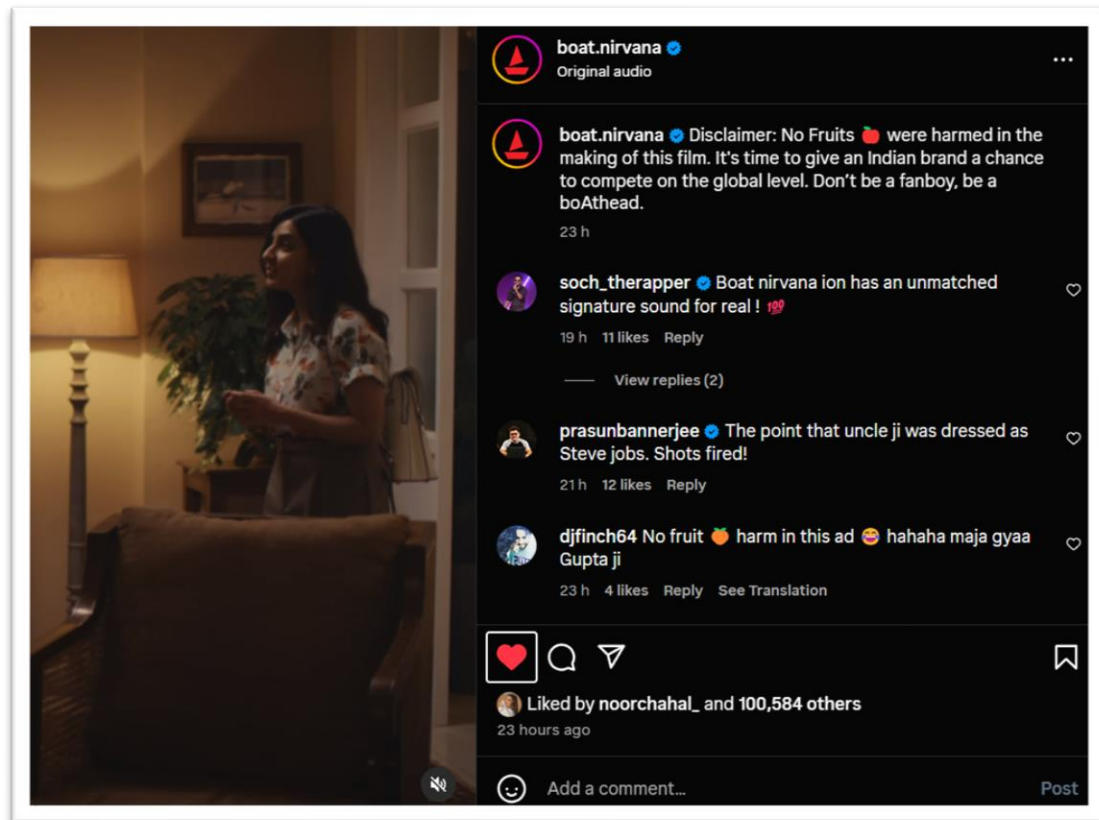
boAt understands that simply promoting a product isn't enough. They weave emotional storytelling into their marketing, fostering a connection between customers and the brand. This emotional association allows consumers to feel like they're not just buying a product, but aligning themselves with a brand that reflects their values. Additionally, boAt recognizes the power of social responsibility. When consumers see the brand actively involved in a social cause they care about, it strengthens their trust and loyalty. In essence, boAt goes beyond selling gadgets; they cultivate a sense of community and shared purpose with their audience.



The campaign with Aishwarya Mohanraj promoted the idea of not objectifying women and strongly opposed the idea of calling them the names “Mast mast cheez” or other names such as “Tandoori murgi” etc.



➤ Campaign against Competition:



The specific campaign led by boAt promotes the idea of not running behind social status and blindly following the big players like Apple, instead doing complete research and then buying a product.



In this specific advertisement, the company is trying to promote its strengths and competitor's weaknesses (Apple AirPods are only available in white color). the advertisement is also targeting customers who are Apple AirPods consumers by calling them Fanboys.

boAt's marketing strategy goes beyond product promotion. They encourage consumers to challenge the status quo and embrace individuality. This resonates with a younger audience who values self-expression. They are achieving this through innovative product design, bold marketing campaigns, and potentially by partnering with trendsetters who embody a similar "think different" spirit.

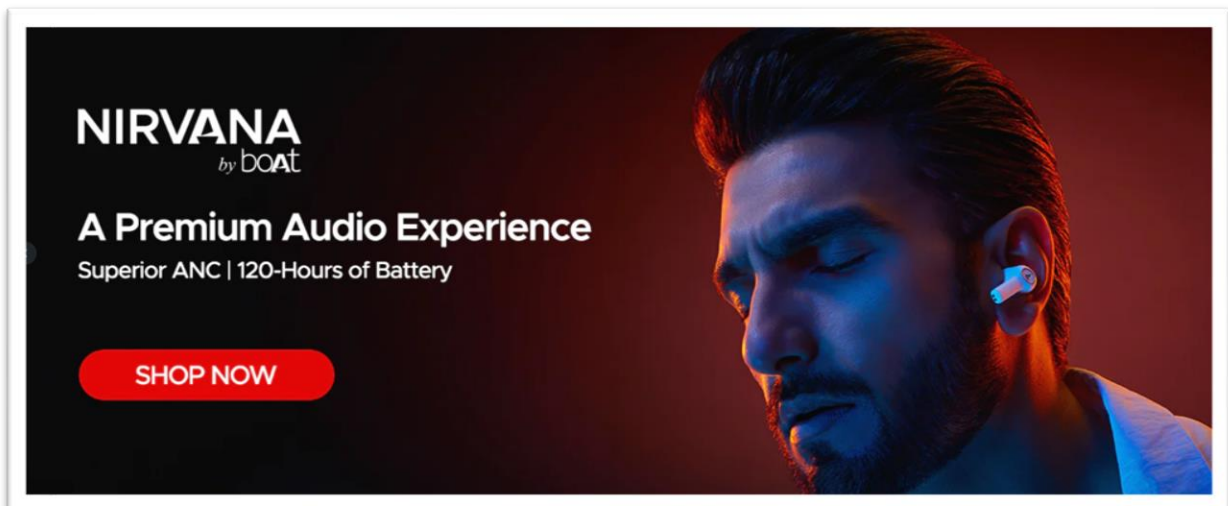


➤ **Social Welfare Initiatives:**



boAt isn't just pushing headphones and speakers; they're using their platform to campaign social causes. Their "Do What Floats Your boAt" philosophy extends beyond products, encouraging youngsters to pursue their passions. They've partnered with organizations like the Kailash Satyarthi Children's Foundation and the Shikhar Dhawan Foundation, providing resources and opportunities for underprivileged children and girls in sports and the arts. These initiatives not only give back to the community but also strengthen boAt's brand image by demonstrating their commitment to social responsibility and inspiring their target audience. It's a win-win for boAt, fostering brand loyalty while making a positive impact.

Partnership with Ranveer Singh:



(boAt Lifestyle, n.d.-a)



Idea behind the Partnership:

- **Brand Alignment:** Vedansh Kumar, Head of Brand Marketing, highlights Ranveer Singh's energy, versatility, and genuine love for audio as key factors. This aligns perfectly with boAt's brand image targeting young, energetic consumers who value good sound quality.
- **Strategic Investment:** The partnership goes beyond a typical celebrity endorsement. Ranveer Singh is also a strategic investor in boAt, demonstrating a deeper belief in the brand's vision.
- **Leveraging Consumer Trends:** boAt capitalized on the popularity of Shark Tank India, where they have high brand visibility. Introducing Ranveer Singh as an investor during this high-interest period created a buzz.
- **Targeting Premium Segment:** The "Nirvana by boAt" line signifies a move towards premium audio products. Ranveer Singh's association helps target consumers with higher disposable income looking to upgrade their audio experience.

The evidence suggests this partnership is a well-considered strategic move, not just following a trend.

- **Focus on Innovation:** boAt emphasizes continuous innovation and a customer-centric approach. Partnering with Ranveer Singh allows them to push creative boundaries and appeal to a wider audience.
- **AI Integration:** boAt demonstrates a forward-thinking approach by embracing AI in marketing and product personalization, suggesting they're not solely reliant on celebrity endorsements for success.
- **Multifaceted Audience Targeting:** boAt acknowledges its diverse audience and tailors marketing efforts accordingly. While Ranveer Singh might appeal to a specific segment, their strategy also involves partnerships like iShowSpeed & Archie's to connect with Gen Z.



(Bose, 2024)

- Recently they have partnered with the movie Crew whose star cast includes Diljit Dosanjh, Kareena Kapoor, and Kriti Sanon. This also captures the audience of actors along with the movie.





8. Surveys

8.1 The survey from customers: (Detailed)

Question) What do you know about the brand boAt and what was your first impression of boAt?

At first glance, people felt pretty positive about boAt. They saw it as a brand that was just starting to shine in the world of audio gadgets. People thought boAt offered good stuff at prices that were affordable. It seemed like a brand worth checking out and trying. Also, while talking to students, it seemed that students were more inclined to buy boAt products as these were affordable and cheap. The people who bought the Apple phones were convinced that they would buy the Apple AirPods same was the case with Samsung.

- This also shows segmentation in the market, the first segment will be the customers, who are financially independent and can afford products at the higher end.
- The second segment is the consumer who seeks fashion and trends in each and everything, this segment comprises the GenZ.
- The third segment is the people who are not very fond of fashion but seek affordable products, and boAt is the best product for this segment of consumers.

This implies that the boAt is catering to all sorts of segments in the market and is successful in creating loyal customers for the company.

Refer to the link for the video https://youtube.com/shorts/z-74NyarEiI?si=gfxeVD2Jrd_q_qgn

<https://youtube.com/shorts/Evy073tNAaE?si=5LgNuk1-Qc2nn7MU>

Question) What will be your reaction to the campaign which is led by your favourite influencer using boAt products?

Most of the people answered that they would do their own research and then buy the products. Few also answered that they will check reviews on the e-commerce websites like Amazon, chroma, Flipkart, and Jio Mart.

The trend was opposite to the one we assumed, even the less educated segment, answered that they would not blindly follow the things said by their influencers, we assumed that the less educated segment will follow blindly.

This implies that endorsements and campaigns done by the boAt create the aspirational value of the product and are affordable at the same time.

Question) Is this your first audio product and what do you have to say about the cost of the product?

Few answered yes, which means that boAt is able to capture the audience with its marketing who have not tried any other earphones yet, while the rest said that they earlier used other brands such as JBL but now switched to boAt.

<https://youtube.com/shorts/Y9XwM2pg5bg?si=AWFg-3ROlvVH2jcz>

Group-boAt lifestyle: Amarnoor, Arpita, Harman, Harsh and Nishant



https://youtube.com/shorts/Eg9GNRXkreO?si=axoE_4P3c0A_rvBo

Question) Can you name a few people associated with the brand boAt?

Most of the people answered Aman Gupta, which means that he is successfully able to spread the brand through his appearance on various TV shows, while the others answered Hardik Pandey.

Link to the video interviews of customers/potential customers:

➤ **Customer review**

1. https://youtu.be/a0mcAJWe-Y4?si=M_qnC3OY4C8xjKZa
2. <https://youtu.be/pu5FmmLqhHQ?si=D6IGyvjvZ7GaFG6WL>
3. <https://youtu.be/EpPnZ4ZOVu8?si=r-ls3Jf41Q3VL-XU>
4. <https://youtube.com/shorts/o2EBzgLjv14?si=-zy7QkzjKILpkmJ6>
5. <https://youtube.com/shorts/o2EBzgLjv14?si=rh8jZWzL-8R9Rn35>
6. <https://youtu.be/I34QRz6mdqO?si=fjkeULNzhGRHWLJg>
7. <https://youtu.be/tdIhyYyXHZg?si=E8dhY23zenNCuVNnu>
8. <https://youtu.be/BUnNbHDh1lM?si=ns2BT3BPLaneXZCX>
9. <https://youtu.be/AKE7DQBGuag?si=DF71day1N6vwVaUE>



8.2 The survey from retailers: (Detailed)

Question) What is the repeat customer rate at your shop?

The answer was 40 to 50%. The other salesperson responded that people come back and gave an example of the person who came for the third time demanding a boAt speaker. Also, this implies that the customers are loyal which means that the product quality is up to the mark and is cost-efficient which means that it gives the value of the product completely.

Question) Are there any complaints received by the customers, or are there any people who came to return the product?

The answer of one retailer was that the complaints are as equal to zero, while the other one said that there are moderate complaints because it is so cost-effective.

This means that the company is able to provide good quality at low price. Which is not present in JBL.

Question) Which products are sold more, JBL or boAt?

The answer was that the products of boAt are sold more, moreover, the person added that the company has a brand presence online due to which it is able to capture more market than JBL. Also, the eye-catching advertisements by boAt are far more successful than any other brands.



Group-boAt lifestyle: Amarnoor, Arpita, Harman, Harsh and Nishant



Link to survey videos of retailers:

➤ Retailer review:

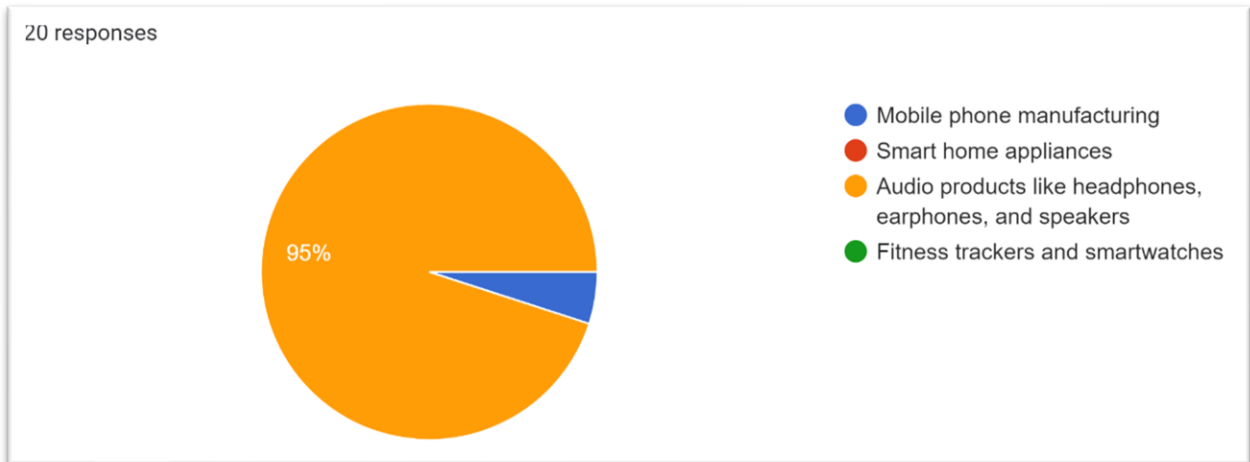
1. https://youtu.be/JBIolELqmsg?si=DGQLcWF_1BIT9F0Q
2. https://youtu.be/_viF8qc6ubo?si=5nr9zyty9yDvgYsW



8.3 Google Form Reviews:

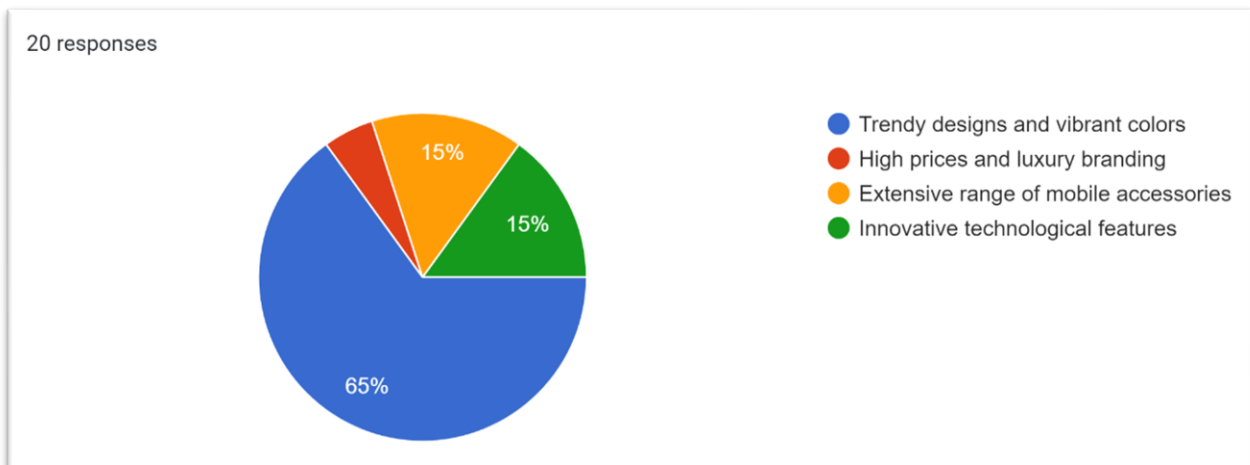
Our team conducted a survey of 20 people, two about brand recognition, brand loyalty, brand association, and brand satisfaction.

Question: What do you know about boAt?

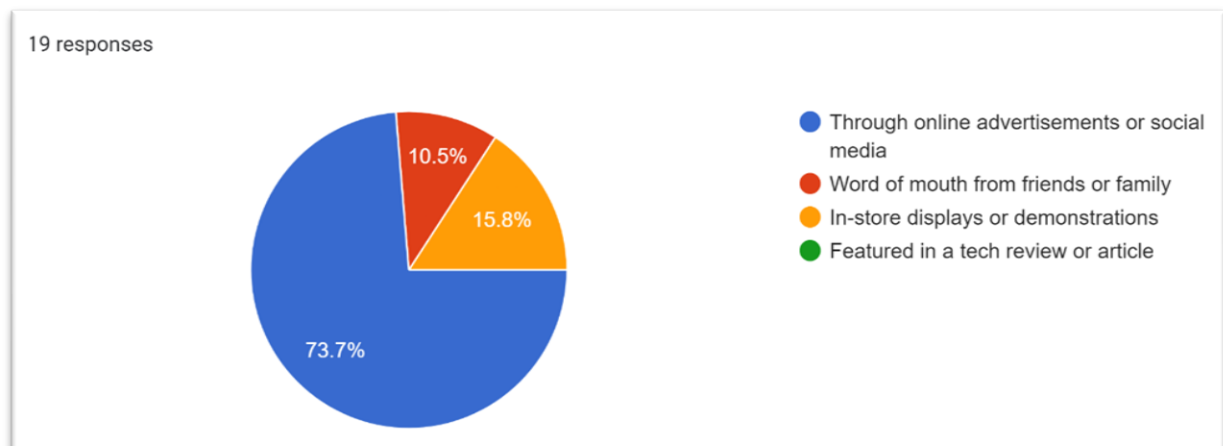


95% of the people answered correctly and identified it as audio products like headphones, earphones, and speakers.

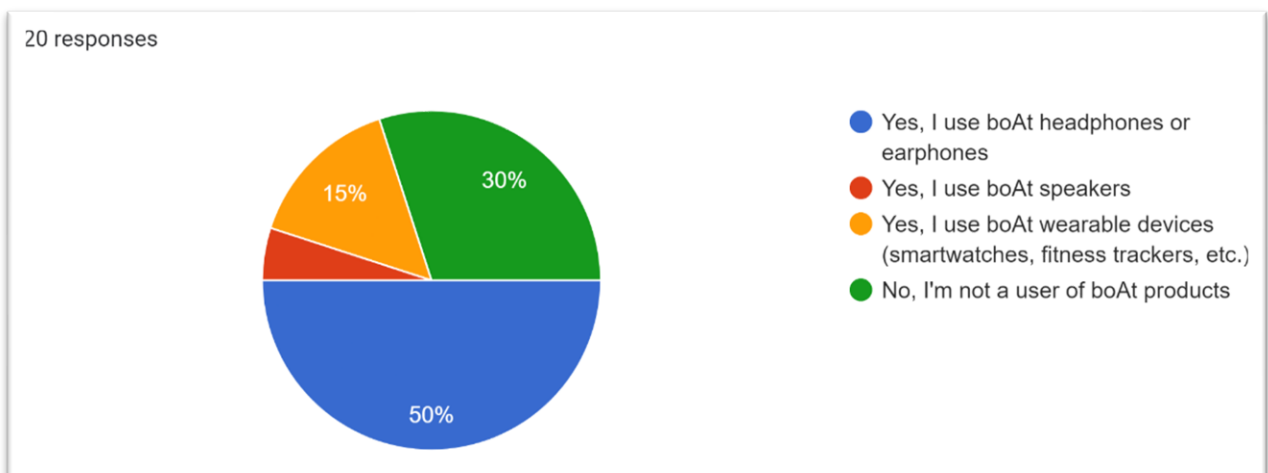
Question: What was your first impression of boAt?



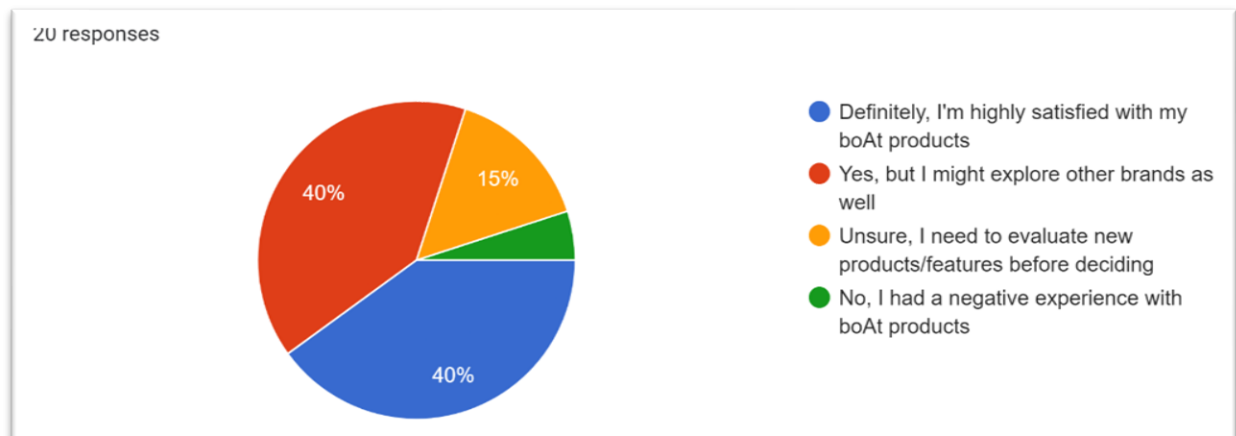
65% of the people identified boAt as a company selling trendy designs and vibrant colors, which means that the company is able to convey their differentiating factor amongst the target audience.

**Question: How do you come to know about boAt?**

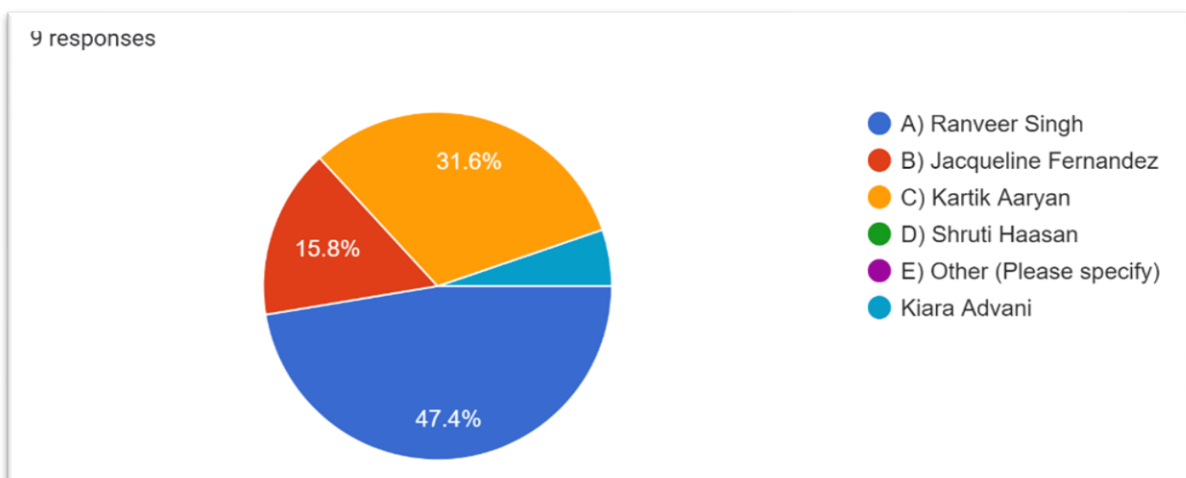
73.7% of people came to know about the company through online advertising and social media which is the main feature of boAt's advertising. This means that the company can correctly understand how to target its target audience.

Question: Are you a boAt user, if yes which product do you use?

About one-half of the people answered yes and replied that they use headphones or earphones. The conclusion can be drawn that the boAt has been able to cater to 50% of the audience.

**Question: Will you buy boAt products again?**

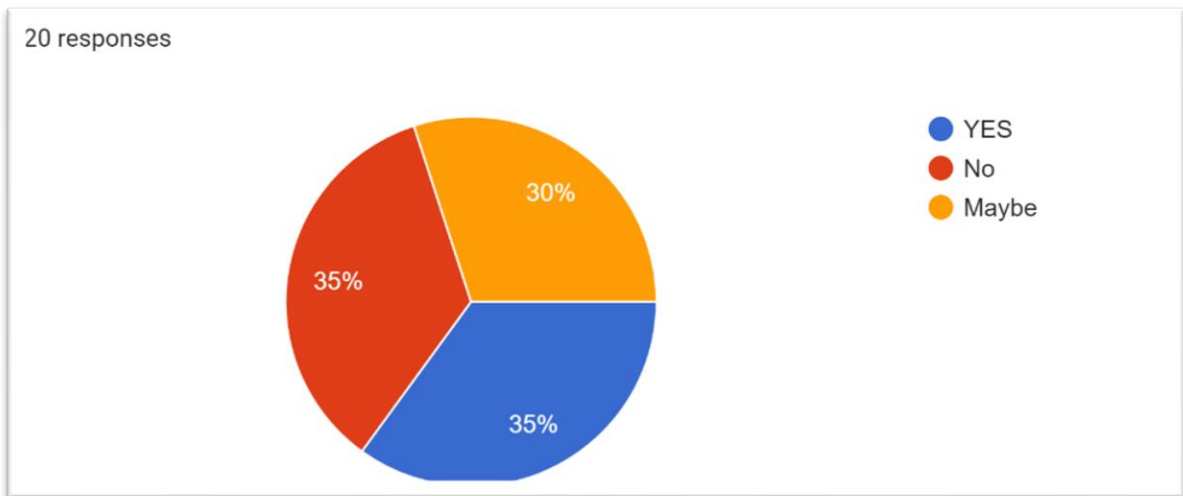
If get a chance 40% of the potential and existing customers will buy boAt products while the other 40% will explore other brands also, when those people explore other brands, there are chances that 50% of the people, convert into customers which means that boAt is able to capture 60% of the audience.

Question: Which actors/ influencers do you associate with boAt?

47.4% of the people answered Ranveer Singh, which means that their endorsement of Ranveer Singh has been very successful. Also, Ranveer Singh was signed as a Brand Ambassador of boAt in February 2024.



Question: Will you buy a boAt product if you see your favorite influencer promoting the product?



A survey revealed that influencer marketing has a mixed impact on boAt product purchases. While 35% of respondents were swayed to buy a product endorsed by their favorite influencer, another 35% remained unmoved. The remaining 30% fell somewhere in between, unsure if an influencer's promotion would be enough to convince them. This suggests influencer marketing can be a useful tool for boAt, but it likely needs to be combined with other strategies to fully capture the attention of potential customers.



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10. Appendix:

10.1 Appendix A:

➤ **The influencers which have been associated with boAt till date:**

From 2016 to 2022, boAt deliberately engaged with a wide range of notable personalities to increase brand visibility. Diljit Dosanjh, a well-known Punjabi singer and actor, Bollywood actress Jacqueline Fernandez, actor Kartik Aaryan, and actors Kriti Sanon, Karan Singh Grover, and Manish Paul all donated their charm and influence to the boAt advertisements. Cricket stars Hardik Pandya, Bhuvneshwar Kumar, and Jasprit Bumrah all contributed to the mix. Through these collaborations, boAt established its reputation as the go-to brand for high-quality audio accessories backed by celebrity support.

From 2022 to 2024, boAt maintained its strong brand presence by smart alliances with famous identities. Bollywood actress Kriti Sanon, noted for her flexibility and charm, collaborated with boAt in 2022, bringing her star power to the brand's advertising efforts. In 2023, boAt increased its influencer roster to include actor Vicky Kaushal, known for his impactful performances and extensive appeal, as well as actress Kiara Advani, whose vivacious attitude appeals to a wide range of audiences. Furthermore, in 2024, boAt established a relationship with the dynamic and captivating actor Ranveer Singh, reinforcing its position as a brand that transcends boundaries and appeals with customers from all demographics. Through these strategic agreements, boAt continued to strengthen its image as a leading producer of premium audio accessories.

10.2 Appendix B:

➤ **boAt in the Press:**

“boAt is the first company from the consumer lifestyle electronics industry to collaborate with the ICEA to bring out the indigenous IP.” (BW BUSINESS WORLD)

“boAt, India’s leading wearables brand has named Indian Cricketer Jemimah Rodrigues as the newest brand ambassador” (FASHION NETWORK)

Audio brand boAt scales up to rs 4,000 crore in net sales for FY 2022-23 (Business Standard)

“boAt co-founder Aman Gupta took to Twitter to spread awareness about the mushrooming fake website. He said that www.boat-lifestyle.com was its only official website. (Hindustan Times)

(boAt Lifestyle, n.d.-c)



10.3 Appendix C:

➤ **boAt website analysis:**

In today's digital age, a brand's website is its storefront to the world. boAt (<https://www.boat-lifestyle.com/>) understands this principle perfectly. Their website serves as a testament to their commitment to user experience and brand image.

- **Clean and User-Friendly Design:** The website boasts a clear and uncluttered layout, allowing for effortless navigation. White space and high-quality visuals create a visually appealing experience that prioritizes user experience.
- **Product-Centric Approach:** Products are the star of the show, with clear categories, filters, and detailed product pages. Each page features high-resolution images, comprehensive descriptions, and customer reviews, empowering informed purchase decisions.
- **Promotional Content Integration:** The website seamlessly integrates ongoing sales and new launches, keeping users informed of special offers without compromising the overall design aesthetic. This encourages the exploration of new products and incentivizes purchases.
- **Social Proof Leverage:** Customer reviews and ratings are prominently displayed, building trust and credibility for potential buyers. This social proof fosters a sense of community and trust among people who are potential customers.
- **Multiple Payment Options:** BoAt offers a variety of secure payment options, including credit cards, debit cards, net banking, and popular wallets. This caters to diverse customer preferences and removes potential friction points during checkout.
- **Mobile Responsiveness:** The website is optimized for mobile devices, recognizing the growing trend of mobile shopping. This ensures a seamless browsing experience for users on the go.

All these factors contribute to the success of boAt.













10.4 Appendix D:

➤ **boAt's Instagram handle analysis:**






boAt has established a strong presence on Instagram, a crucial platform for connecting with its target audience of young, tech-savvy consumers. Let's analyze their strategy and identify areas of success and potential for improvement.

- **Eye-Catching Visuals:** boAt's Instagram feed is a feast for the eyes. They utilize high-quality product shots, vibrant lifestyle imagery, and user-generated content to showcase their products in an engaging way. This aligns perfectly with their brand image, emphasizing aesthetics and a trendy lifestyle. The posts are on trending audios which increase account reach and further increase the customer base.
- **Storytelling Through Content:** boAt goes beyond just product promotion. They utilize Instagram Stories and Reels to create engaging content, including product tutorials, behind-the-scenes glimpses, and brand awareness campaigns. This storytelling approach fosters a connection with their audience and allows them to showcase brand values beyond just products. The recent reel of boAt which is aimed at the brand Apple has also been created in the form of a story that seems interesting and appealing.
- **Community Building:** boAt actively engages with its audience by responding to comments, hosting contests, and encouraging user-generated content through branded hashtags. This fosters a sense of community and loyalty among their followers.



-  studspud17 2d
Such great talent at [@boat.nirvana](#) ❤️
Reply  3
-  boat.nirvana  2d · Author
[@studspud17](#) 😊 😊
Reply 
-  inshafinzz 2d
Hi [@boat.nirvana](#) Is it possible to get a replacement for my Bluetooth device? It's fully charged but drains very quickly, and it's still under warranty for 6 months.
Reply  2
-  boat.nirvana  2d · Author
Hi, we regret the inconvenience caused. Please let us know the exact issue you are facing with the product over DM, so that we can assist you in a better way.
Reply 



- Comments
-  the_amishadow 3d
Bad company no replacement given only repair product sent to me
Reply  2
-  boat.nirvana  3d
[@collectibles_unlimited0](#) Hi, our team has contacted you via dm already, please refer over there.
Reply 



Responding to customers on Instagram is a winning strategy for boAt. It fosters a sense of community and customer care, demonstrating that boAt values its audience's feedback and opinions. This interaction builds brand loyalty as customers feel heard and appreciated. Additionally, positive and helpful responses can be seen by other potential customers, creating a positive brand image associated with responsiveness and customer focus. Overall, boAt's engagement on Instagram strengthens its connection with its audience and reinforces its reputation as a brand that cares.