

**INDUSTRY PROJECT ON
CUSTOMER SATISFACTION AND BRAND POPULARITY
“ BOAT LIFESTYLE” PRODUCT**

SUBMITTED BY

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REGISTRATION NO

23PGMBA34107

UNDER SUPERVISION OF

DR VIKASH MISHRA



Skill department of management studies

Skill faculty of Management studies and Research

SHRI VISHWAKARMA SKILL UNIVERSITY

DUDHOLA, PALWAL

121101, HARYANA

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INDUSTRY PROJECT

ON

CUSTOMER SATISFACTION AND BRAND POPULARITY

“ BOAT LIFESTYLE” PRODUCT

Submitted for partial fulfilment of the requirement for the award of

MBA (BUSINESS ANALYTICS)

SUPERVISED BY :

DR. VIKASH MISHRA

SUBMITTED BY :

NAME : VIJENDER

STUDENT ID : 23PGMBA34107

SESSION: 2023-2025

MBA (BUSINESS ANALYTICS) SEM- II

DECLARATION

I hereby declare that the dissertation” A industry project report on “**Popularity and satisfaction toward boAt products**” submitted for the Degree of Master in Business Administration (Business Analytics) at **SHRI VISHWAKARMA SKILL UNIVERSITY**, DUDHOLA, PALWAL department of Business Management is my original work and the dissertation has not formed the basis for the award of any degree, associate ship, fellowship or any other similar titles.

DATE:

Signature of Supervisor

(Dr. Vikash Mishra)

CERTIFICATION

This is to certify that the dissertation entitled “A industry project report on **“Popularity and satisfaction toward boAt products”**”, is the bonafide research work carried out by **VIJENDER** , student of **MBA (BUSINESS ANALYTICS)**, at **SHRI VISHWKARMA SKILL UNIVERSITY**. Department of Business Management during the year 2023-20025, in partial fulfilment of the requirements for the award of the Degree of MBA (BUSINESS ANALYTICS) and that the dissertation has not formed the award previously of any degree, diploma, associateship, fellowship or any other similar title.

VIJENDER

ACKNOWLEDGEMENT

The research on “A industry project report on “**Popularity and satisfaction towards boAt products**, has been given to me as part of the curriculum in 2- years Masters Degree in Business Administration.

I have tried my best to present this information as clearly as possible using basic terms that I hope will be comprehended by the widest spectrum of researchers, analysts and students for further studies.

I have completed this study under the able guidance and supervision of **DR.VIKASH MISHRA**, I will fail in my duty if I do not acknowledge the esteemed scholarly guidance, assistance and knowledge. I have received from them towards fruitful and timely completion of this work.

I am also thankful to my friend who helped me a lot in the completion of this project.

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CHAPTER 1

INTRODUCTION

About the company

BoAt is an India-based consumer electronics brand established in 2015 that markets earphones, headphones stereos, travel chargers and premium rugged cables. Imagine Marketing Services Private Limited, which does business as Boat, was incorporated in November 2013 by co-founders Sameer Ashok Mehta and Aman Gupta.

BoAt (legal name "Imagine Marketing Services Pvt. Ltd.") is an India-based company which was incorporated in November 2013. BoAt markets earphones, headphones stereos, travel chargers, and premium rugged cables.

D2C consumer electronics startup boAt continues to lead India's wearables market, according to a report by International Data Corporation (IDC). The Aman Gupta-led startup secured a 32.1% share in Q3 2022, aided mostly by ear wear devices.

Boat was founded with the "sole aim of bringing affordable, durable, and more importantly, 'fashionable' audio products and accessories to millennials", which can be termed the mission and vision of Boat company. Imagine Marketing (boAt) ranks among the top 5 global wearable companies.

boAt found flaws in the longevity of mobile charging cables used in the market. The founders witnessed frequent damage caused to such cables due to internal and external factors and thought of finding out solutions to such problems. So they focused on launching indestructible cables. Soon they launched water and sweat-resistant hearable products.

About topic

Brand Popularity:

Brand popularity refers to how well-known and accepted a brand is among consumers. It plays a crucial role in influencing consumer behaviour and market share.

Brand Satisfaction:

Brand satisfaction reflects how well a brand meets or exceeds customer expectations.

Factors Influencing Satisfaction:

Quality: Consumers expect reliable, high-quality products or services.

Coolness: Brands that evoke positive emotions or trends tend to satisfy consumers.

Availability: Easy access to a brand's offerings contributes to satisfaction.

Trust: Trustworthy brands build satisfaction by delivering on promises.

Brand Trust and Loyalty:

Satisfaction leads to brand trust. Trust, in turn, fosters loyalty.

Customer loyalty is an emotional bond and positive experience created over time with a brand.

CHAPTER 2

REVIEW OF LITERATURE



According to T.S. Chia and H.C. Wong: This research article discusses the design and development of a Bluetooth headset for use with motorcycle helmets. The article notes that the headset is similar in design to Boat earphones and includes features such as noise-cancelling technology and water resistance. The article highlights the importance of designing audio products that are specifically tailored to outdoor and active environments

According to K.V. Varghese et al: This research article examines the potential hearing risks associated with the use of personal audio devices, including earphones. The study found that many medical students were unaware of the risks associated with high-volume earphone use and recommended that educational interventions be implemented to increase awareness and promote safe listening practices.

According to S. Koike and et al: This research article evaluates the sound quality and comfort of in-ear headphones, including Boat earphones. The study found that the sound quality of Boat earphones was comparable to more expensive options, and that users generally found them comfortable to wear.

Research Gap:

Title: Exploring the Impact of Brand Trust on Long-Term Customer Loyalty vs. Short-Term Sales: A Case Study of boAt

Context: The analysis of independent-samples proportions tests indicates significant differences in the proportions related to long-term customer relationships, customer feedback, and the perception of boAt as a trusted brand for audio products. These results highlight the importance of brand trust in influencing both short-term sales and long-term loyalty. However, there remain several areas where further research is necessary to fully understand the dynamics and implications of these findings.

Identified Research Gaps:

1. Comprehensive Understanding of Trust Factors:

- While the current analysis confirms a significant impact of brand trust on customer behaviour, it does not dissect the specific elements that contribute to this trust. Future research should delve into identifying and categorising the key components of brand trust (e.g., product quality, customer service, brand reputation) and their relative importance in driving long-term loyalty and short-term sales.

2. Segment-Specific Analysis:

- The study aggregates data from various customer segments without distinguishing how different demographic or psychographic groups perceive and respond to brand trust. Research should be conducted to explore how factors such as age, income level, geographical location, and customer type (e.g., first-time vs. repeat buyers) influence the relationship between brand trust and customer loyalty or sales.

3. Longitudinal Studies on Customer Loyalty:

- The current analysis provides a snapshot of the relationship between brand trust and customer behaviour. Longitudinal studies are needed to track changes in customer perceptions and behaviours over time. This will help in understanding how initial trust in a brand evolves and impacts customer loyalty and sales in the long run.

4. Impact of Marketing Strategies:

- The role of specific marketing strategies in building and maintaining brand trust has not been thoroughly investigated. Future research should examine how different marketing approaches (e.g., advertising, promotions, social media engagement) contribute to establishing brand trust and how these strategies affect short-term sales versus long-term customer loyalty.

5. Competitor Analysis:

- While this study focuses on boAt, it is crucial to compare these findings with other brands in the audio industry. Comparative studies can provide insights into whether the observed trends are unique to boAt or if they are consistent across other brands with varying levels of market share and customer loyalty.

6. Behavioural Economics Perspective:

- Investigating the psychological and behavioural economics aspects of why customers choose to remain loyal to a brand or make short-term purchases based on brand trust could provide deeper insights. Understanding the cognitive processes and biases that influence customer decisions can help in crafting more effective brand strategies.

Proposed Future Research Directions:

1. Qualitative Studies:

- Conduct interviews and focus groups with boAt customers to gain qualitative insights into the factors that drive brand trust and loyalty.

2. Experimental Designs:

- Implement experimental studies to test the effects of different marketing messages and trust-building activities on customer perceptions and behaviours.

3. Survey Research:

- Develop comprehensive surveys targeting different customer segments to gather detailed data on trust factors and customer satisfaction levels.

4. Comparative Analysis:

- Perform comparative studies with other leading audio brands to benchmark boAt's performance and identify best practices in brand trust management.

5. Behavioural Tracking:

- Utilise advanced analytics and tracking mechanisms to observe actual customer behaviours and purchase patterns over time, providing real-world evidence of the impact of brand trust.

By addressing these research gaps, future studies can provide a more nuanced understanding of the interplay between brand trust, customer loyalty, and sales, ultimately guiding brands like boAt in optimising their strategies for sustained success.

CHAPTER 3

RESEARCH METHODOLOGY

Objective of study

The objective of this study is to comprehensively analyse the factors influencing the popularity and brand perception of boAt electronics. This includes exploring the impact of sustainability practices, user interface design, integration of emerging technologies, and customer support services on consumer behaviour and brand loyalty. Additionally, the study aims to identify regional and cultural differences in consumer preferences, compare boAt's market positioning with emerging audio brands, and assess the economic impact of boAt's strategic collaborations. By addressing these areas, the study seeks to uncover gaps in existing research and provide actionable insights for enhancing boAt's market strategies and maintaining its competitive edge in the electronics industry.

Hypothesis of study

Crafting a hypothesis for a project report on boAt involves proposing a testable statement that predicts the relationship between certain variables related to boAt's brand popularity. Here's a potential hypothesis:

"Hypothesis: The level of consumer engagement on social media positively correlates with boAt's brand popularity."

Explanation:

- Independent Variable: Consumer engagement on social media (measured by likes, shares, comments, and mentions).
- Dependent Variable: boAt's brand popularity (measured by market share, brand recognition, and consumer preference).
- Hypothesis: We predict that as consumer engagement on social media platforms increases, there will be a corresponding increase in boAt's brand popularity.

This hypothesis suggests that a higher level of engagement with boAt on social media platforms leads to increased brand popularity for the company. It can be tested through quantitative analysis of social media metrics and correlating them with boAt's market performance indicators.

Types of study

The type of study suggested by the hypothesis proposed for the project report on boAt's brand popularity is quantitative research.

Quantitative research involves the systematic collection and analysis of numerical data to examine relationships between variables. In this case, the study would gather quantitative data on consumer engagement metrics from social media platforms (such as likes, shares, comments) and boAt's brand performance metrics (such as market share, brand recognition).

The study would then use statistical methods to analyse the data and determine if there is a significant correlation between consumer engagement on social media and boAt's brand popularity. This type of research allows for precise measurement and statistical testing of hypotheses, making it suitable for investigating relationships between variables in a structured and objective manner.

Sampling technique

Cluster sampling involves dividing the population into clusters or groups based on certain characteristics, such as geographical location, and then randomly selecting clusters to include in the study. All individuals within the selected clusters are then included in the sample.

In the context of studying boAt's brand popularity, cluster sampling could involve selecting specific geographical regions where boAt products are popular or have a significant market presence. These regions could be considered as clusters. Within each selected cluster, a random sample of social media users or consumers who engage with boAt could be included in the study.

Cluster sampling allows for efficient data collection, especially when the target population is geographically dispersed. It also provides the opportunity to capture variations in brand popularity across different regions or markets. However, it's essential to ensure that the selected clusters are representative of the overall population to avoid bias in the study results.

Here's how cluster sampling could be implemented:

Identify Clusters: Divide the INDIA into clusters based on geographic regions or cities. For example, clusters could include major metropolitan areas such as New Delhi, Bangalore, Mumbai and so on.

Randomly Select Clusters: Randomly select a predetermined number of clusters from the list of identified cities. Let's say we choose five clusters: New York City, Los Angeles, Chicago, Houston, and Miami.

Sample Within Clusters: Within each selected cluster, randomly sample social media users who engage with boAt's content on platforms like Instagram or Twitter. This could involve using hashtags related to boAt products or targeting followers of boAt's official social media accounts.

Data Collection: Collect data from the sampled social media users, such as their perceptions of boAt's brand, frequency of engagement with boAt content, and overall satisfaction with boAt products.

Analysis: Analyse the collected data to assess brand popularity indicators, such as brand recognition, consumer sentiment, and engagement levels, across different geographic clusters.

By employing cluster sampling, the study can capture variations in boAt's brand popularity across different cities or regions in India. This approach allows researchers to efficiently collect data from diverse geographic areas while ensuring a representative sample of social media users who engage with the brand.

Sample universe

In the context of studying boAt's brand popularity among social media users in different cities across India using cluster sampling, the sample universe would consist of all social media users who engage with boAt's content in the selected geographic clusters.

The sample universe would include individuals who:

1. Reside within the identified clusters (e.g., New Delhi, Bangalore, Mumbai, Kolkata, Hyderabad).
2. Regularly use social media platforms such as Instagram, Twitter, Facebook, etc.
3. Have interacted with boAt's content on social media, including liking posts, sharing content, commenting, or mentioning boAt in their posts.

The sample universe encompasses a diverse group of social media users who are actively engaged with boAt's brand across different geographic regions. This population forms the basis for selecting samples within each cluster for the study on boAt's brand popularity.

Data collection method

For collecting data on boAt's brand popularity among social media users in different cities across India using cluster sampling, a combination of quantitative and qualitative data collection methods could be employed. Here's how data collection could be carried out:

1. **Online Surveys:** Develop an online survey questionnaire that includes Likert-scale questions to measure respondents' perceptions of boAt's brand, as well as open-ended questions to gather qualitative insights. The survey could be distributed to the sampled social media users within each cluster via email, social media platforms, or survey websites.
2. **Social Media Monitoring:** Use social media monitoring tools to track and analyse mentions, comments, and interactions related to boAt on various social media platforms. This approach provides real-time data on consumer sentiment, engagement levels, and trends surrounding boAt's brand presence.
3. **In-depth Interviews:** Conduct in-depth interviews with a subset of social media users from each cluster to delve deeper into their attitudes, behaviour, and experiences related to boAt's brand. These interviews can provide rich qualitative data and valuable insights into the factors driving brand popularity.
4. **Focus Groups:** Organise focus group discussions with selected participants from different clusters to facilitate interactive discussions and gather diverse perspectives on boAt's brand. Focus groups allow for in-depth exploration of specific topics and enable participants to express their opinions and ideas collectively.
5. **Content Analysis:** Analyse boAt's social media content, including posts, videos, and advertisements, to assess engagement metrics such as likes, shares, comments, and views. This quantitative data can provide insights into the effectiveness of boAt's branding and marketing strategies in different geographic regions.
6. **Observational Research:** Observe social media users' interactions with boAt's brand content in real-time to understand their behaviours, preferences, and reactions. This observational approach can complement survey data and provide additional context to interpret findings.

By employing a combination of these data collection methods, researchers can gather comprehensive insights into boAt's brand popularity among social media users across different cities, allowing for a nuanced understanding of consumer perceptions and behaviours.

Data analysis tool

For analysing the data collected on boAt's brand popularity among social media users in different cities across the United States, several data analysis tools can be employed. Here are some commonly used tools:

1. **Statistical Software Packages:**

- **SPSS (Statistical Package for the Social Sciences):** SPSS is widely used for statistical analysis, including descriptive statistics, correlation analysis, regression analysis, and factor analysis. It offers a user-friendly interface for data manipulation and visualisation.
- **R:** R is a powerful open-source statistical programming language commonly used for data analysis and visualisation. It offers a wide range of statistical techniques and packages for advanced analysis.
- **Python with Libraries (e.g., Pandas, NumPy, SciPy):** Python is a versatile programming language with libraries that facilitate data manipulation, analysis, and visualisation. Libraries such as Pandas, NumPy, and SciPy are commonly used for data analysis tasks.
- **Stata:** Stata is a comprehensive statistical software package that allows for data management, analysis, and visualisation. It offers a wide range of statistical techniques, including regression analysis, survival analysis, and panel data analysis.

2. Text Analysis Tools:

- **NVivo:** NVivo is a qualitative data analysis software that facilitates the analysis of text-based data, such as interview transcripts, open-ended survey responses, and social media comments. It offers tools for coding, categorising, and analysing textual data.
- **Leximancer:** Leximancer is a text analytics software that automatically extracts themes and concepts from textual data. It uses machine learning algorithms to identify patterns and relationships within large text datasets.
- **Word Stat:** Word Stat is a text mining and content analysis software that allows for the analysis of text-based data. It offers tools for sentiment analysis, word frequency analysis, and thematic analysis.

3. Social Media Analytics Tools:

- **Brand watch:** Brand watch is a social media monitoring and analytics platform that allows for the analysis of brand mentions, sentiment, and engagement across various social media platforms.
- **Sprout Social:** Sprout Social offers social media analytics tools for monitoring brand performance, analysing audience engagement, and tracking key performance metrics across social media channels.
- **Hootsuite:** Hootsuite provides social media analytics and reporting features for tracking brand mentions, engagement metrics, and audience demographics across multiple social media platforms.

These data analysis tools offer a range of capabilities for analysing quantitative and qualitative data, text-based data, and social media data, enabling researchers to gain insights into boAt's brand popularity among social media users. Depending on the specific research objectives and types of data collected, researchers can choose the most suitable tools for their analysis needs.

Limitation of the study

1. **Sample Bias:** The study's findings might be limited by the representativeness of the sample. If the sample is not sufficiently diverse or does not accurately reflect the population of interest in terms of demographics such as age, gender, income level, or geographic location, the results may not be generalizable.
2. **Self-Reporting Bias:** The data collected for the study, especially through survey responses, may be subject to self-reporting bias. Respondents may provide socially desirable answers or inaccurately report their behaviours, preferences, or perceptions.
3. **Response Rate:** The response rate for the survey could affect the validity of the findings. If a low percentage of individuals responded to the survey, it might introduce a non-response bias, where those who did respond may not be representative of the entire population.
4. **Limited Variables:** The study might not have considered all relevant variables that could influence the relationships being examined. Factors such as cultural differences, brand loyalty, product quality, or marketing strategies could impact consumer behaviour and perceptions but were not included in the analysis.
5. **Cross-Sectional Design:** The study's cross-sectional design captures data at a single point in time, making it challenging to establish causality or determine changes over time. Longitudinal studies could provide deeper insights into how consumer preferences and behaviours evolve over time.
6. **Measurement Errors:** Errors in measurement, such as inaccuracies in defining and categorising variables, could affect the reliability and validity of the results. For example, the operationalization of variables related to income level or brand perception may not fully capture the underlying constructs.
7. **Statistical Assumptions:** The statistical methods used in the analysis, such as the independent-samples proportions tests, rely on certain assumptions about the data, including independence of observations and normality of distributions. Violations of these assumptions could undermine the validity of the statistical tests.
8. **Limited Scope:** The study's focus on specific hypotheses related to boAt's brand perception and consumer behaviour may limit its applicability to broader contexts or other audio brands. The findings may not necessarily generalise to different product categories or industries.

Addressing these limitations could enhance the robustness and validity of the study's findings and provide more nuanced insights into the relationships between consumer engagement,

brand perception, and purchasing behaviour. Future research could consider employing mixed-methods approaches, larger and more diverse samples, longitudinal designs, and comprehensive measurement strategies to overcome these limitations.

SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 110 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about boAt brand popularity**

SAMPLING SIZE

Here 105 respondents filled the form during the period of data collection. Hence the researcher constitutes the sample size to 105.

BrandPopularityof boAt

Questionnaire on Brand popularity of boAt

Dear Respondents,

Thankyou for taking time to participate in the survey .My name is Vijender ,and I am a student of MBA (Business Analytics) at Shri Vishwakarma Skill University, Dudhola Palwal.

About the survey : This survey is regarding the brand popularity of boAt.
boAt is renowned brand in the audio industry.

Please give 5 minutes to complete survey Your response should be kept confidential

Demographic profile of respondents

Section B

1. Please select your **Gender**

Mark only one oval.

- ☐ Male
☐ Female

2. Please select your **age** range

Mark only one oval.

- ☐ Below 15 years
☐ 16-20 years
☐ 21-25 years
☐ 26-31 years
☐ Above 31 years

3. **Area** which you belong ?

Mark only one oval.

- ☐ Urban
☐ Rural

4. Your **Educational** qualification ?

Mark only one oval.

- ☐ School
☐ UG
☐ PG
☐ Research
☐ Other

5. Your monthly **Income** ?

Mark only one oval.

- ☐ Below ₹ 25,000
☐ ₹25,000-₹50,000
☐ ₹50,000-₹75,000
☐ Above ₹75,000

Section C

Survey questions

6. Do you like to listen music ?

Mark only one oval.

- ☐ Yes
☐ No

7. If your answer is "yes" then what medium do you prefer to listen music through ?

Mark only one oval.

- ☐ Wireless Earbuds
☐ Wireless Headphones
☐ Neckbands
☐ Wireless Speakers
☐ Other

8. Which brand comes to your mind when you purchase audio equipment ?

Mark only one oval.

- ☐ boAt
☐ JBL
☐ Noise
☐ Hammer
☐ Other

9. Have you ever used any product of boAt ?

Mark only one oval.

- ☐ Yes
☐ No

10. If your answer is "yes " then what is your **overall experience** towards boAt product

Mark only one oval.

- ☐ Excellent
☐ Good
☐ Average
☐ Bad

11. Which **Factors influencing** to purchase boAt Products

Mark only one oval.

- ☐ Quality
☐ affordability
☐ Reliability
☐ Availability

Satisfaction towards boAt product

12. How satisfied are you with the **style/look** of boAt products ?

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☐ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

13. How satisfied are you with the **Quality** of boAt products ?

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☒ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

14. How satisfied are you with the **battery life** of boAt products ?

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☒ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

15. How satisfied are you with the **Durability** of boAt products ?

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☒ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

16. How satisfied are you with the **Comfortability** of boAt products ?

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☒ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

17. How satisfied are you with the **Functionality** of boAt products ?

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☒ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

18. How satisfied are you with the **Affordability** of boAt products ?

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☒ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

07/06/2024, 18:16

Questionnaire on Brand popularity of boAt

19. How satisfied are you with the **Variety** of boAt products

Mark only one oval.

- ☐ Highly satisfied
☐ Satisfied
☐ Neutral
☐ Dissatisfied
☐ Highly dissatisfied

20. Do you believe boAt is a **popular choice** among consumers

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

21. Does **boAt popularity** influence your **purchase decisions**

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

07/06/2024, 18:16

Questionnaire on Brand popularity of boAt

22. Does **boAt popularity influence** your willingness to pay a premium for its products

Mark only one oval.

- ☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

23. **Awareness** about boAt Products

Mark only one oval.

- ☐ T.V ads
☐ Social media ads
☐ Newspaper/Magazine
☐ Friends
☐ other

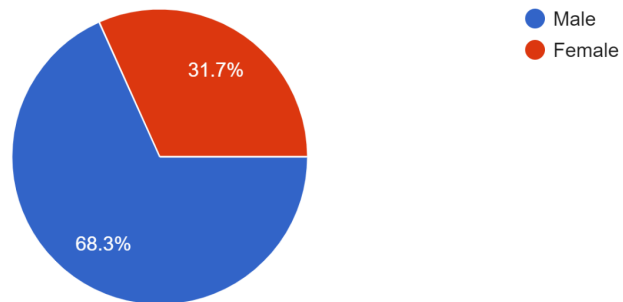
24. What is your **mode of preference** of purchase boAt product

Mark only one oval.

- ☐ Through Online
☐ Through Offline
☐ Both online and offline

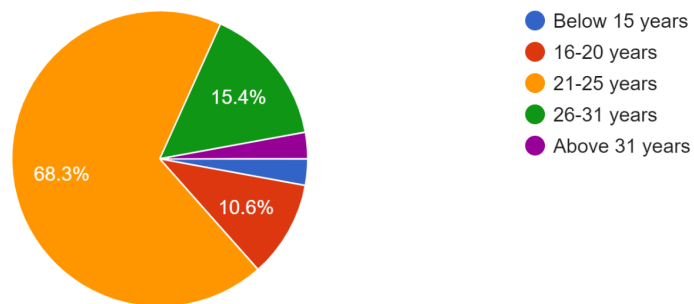
Please select your Gender

104 responses



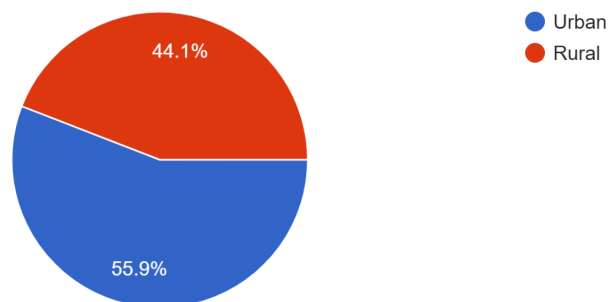
Please select your age range

104 responses



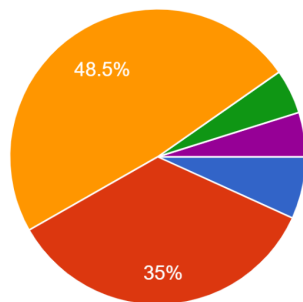
Area which you belong ?

102 responses



Your Educational qualification ?

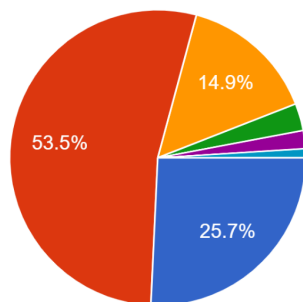
103 responses



- School
- UG
- PG
- Research
- Other

Your monthly Income ?

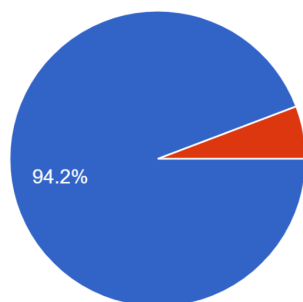
101 responses



- Below ₹ 25,000
- ₹25,000-₹50,000
- ₹50,000-₹75,000
- Above ₹75,000
- ₹75,000<
- < ₹ 25,000

Do you like to listen music ?

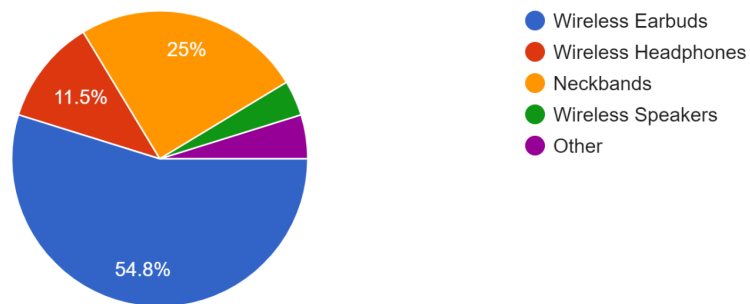
104 responses



- Yes
- No

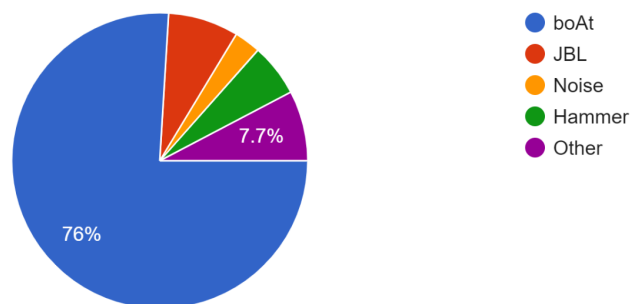
If your answer is "yes" then what medium do you prefer to listen music through ?

104 responses



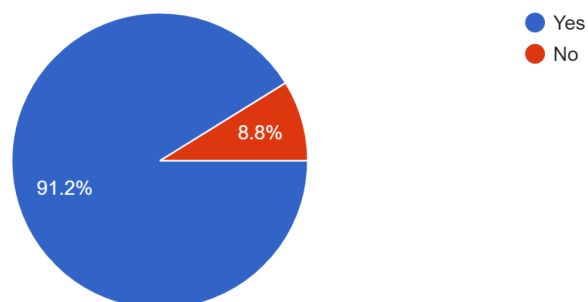
Which brand comes to your mind when you purchase audio equipment ?

104 responses



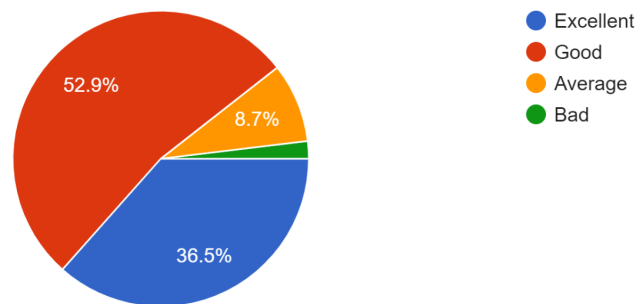
Have you ever used any product of boAt ?

102 responses



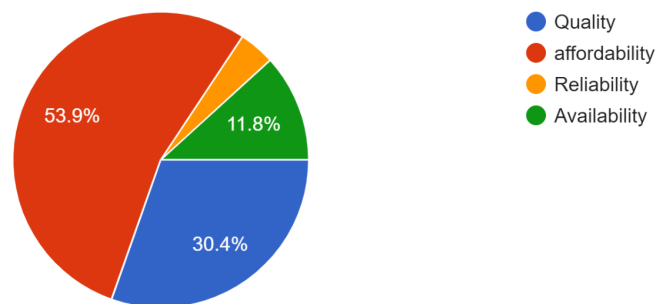
If your answer is "yes " then what is your overall experience towards boAt product

104 responses



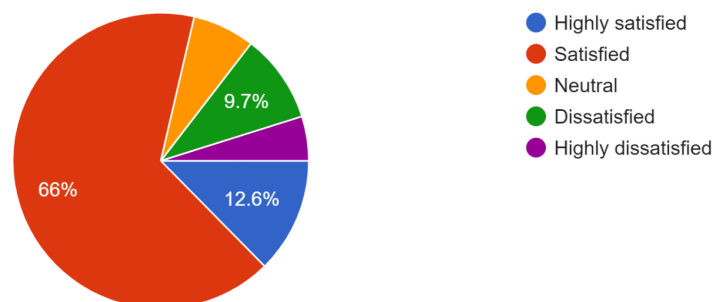
Which Factors influencing to purchase boAt Products

102 responses



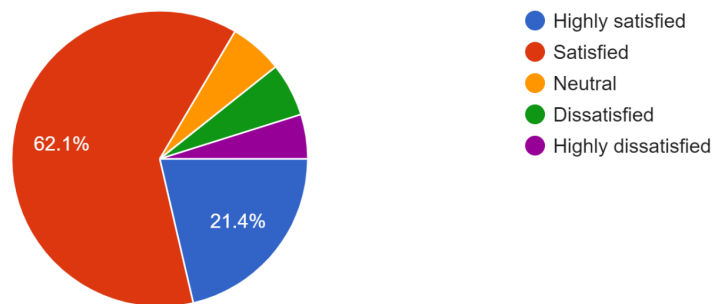
How satisfied are you with the style/look of boAt products ?

103 responses



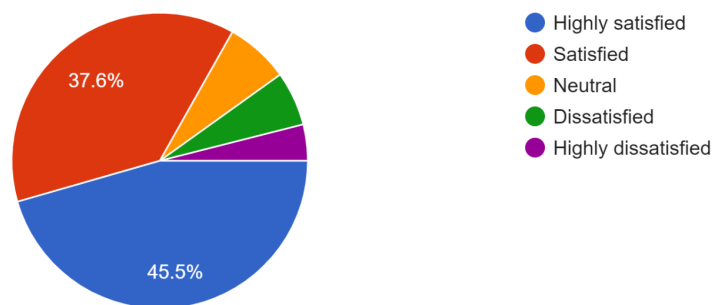
How satisfied are you with the Quality of boAt products ?

103 responses



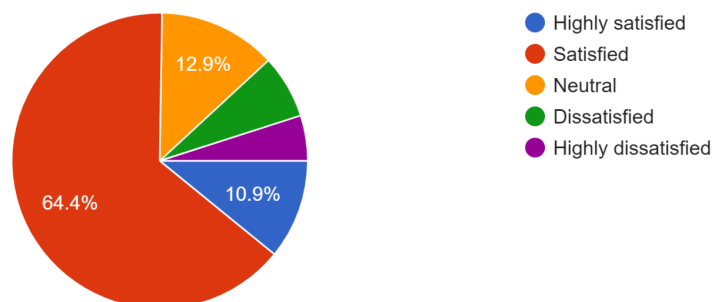
How satisfied are you with the battery life of boAt products ?

101 responses



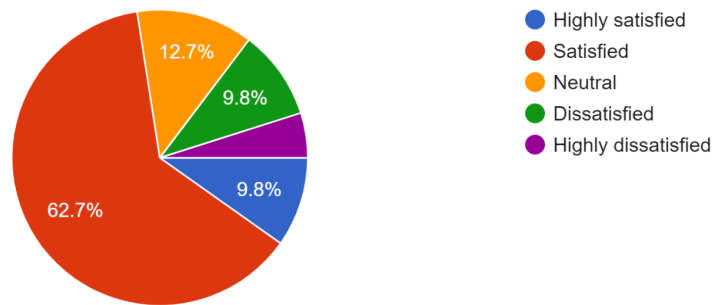
How satisfied are you with the Durability of boAt products ?

101 responses



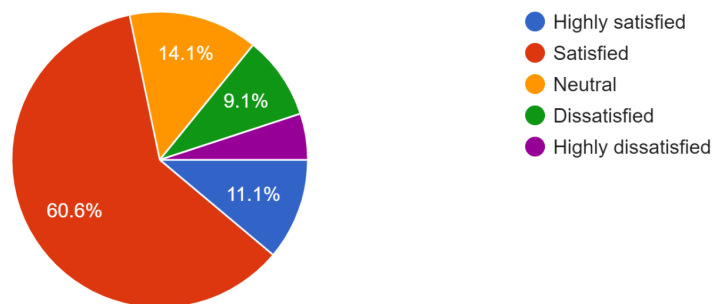
How satisfied are you with the Comfortability of boAt products ?

102 responses



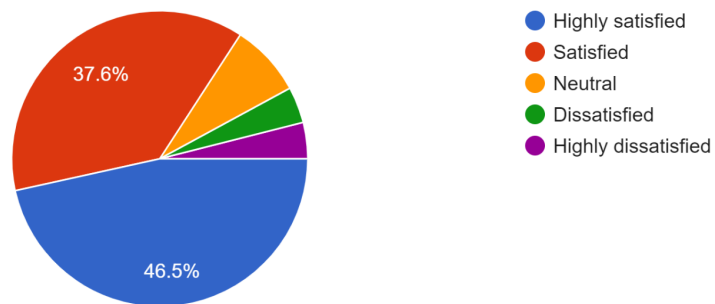
How satisfied are you with the Functionality of boAt products ?

99 responses



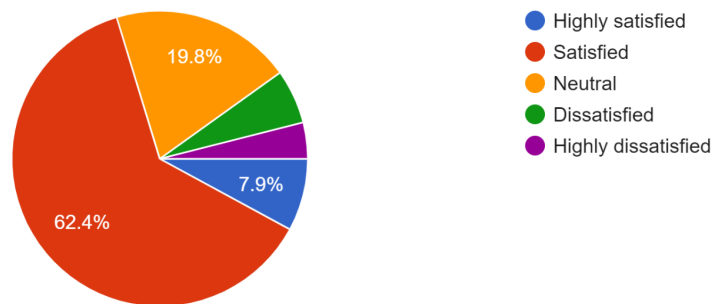
How satisfied are you with the Affordability of boAt products ?

101 responses



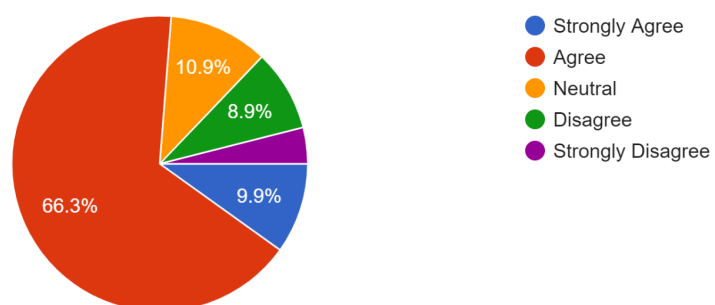
How satisfied are you with the Variety of boAt products

101 responses



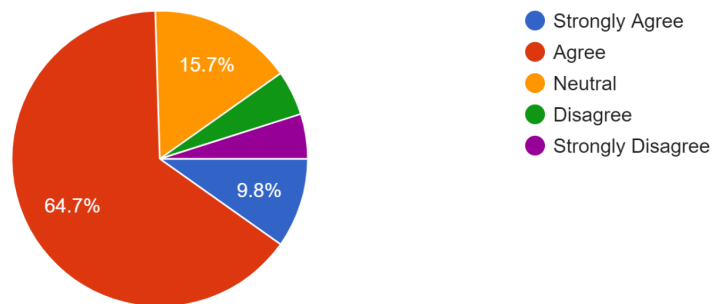
Do you believe boAt is a popular choice among consumers

101 responses



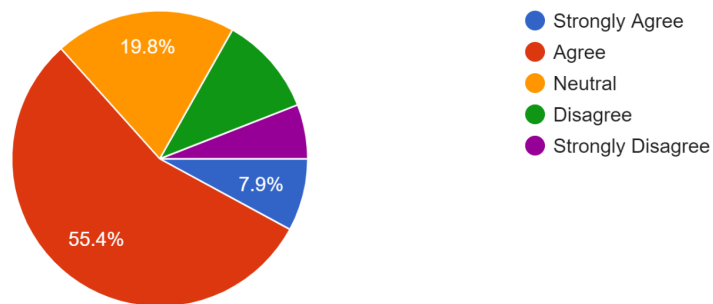
Does boAt popularity influence your purchase decisions

102 responses



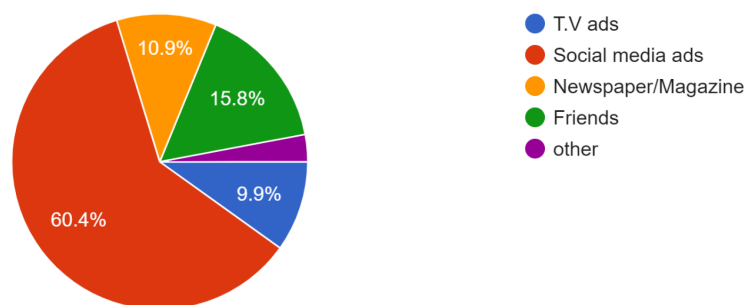
Does boAt popularity influence your willingness to pay a premium for its products

101 responses



Awareness about boAt Products

101 responses



CHAPTER 4

ANALYSIS AND INTERPRETATION

Result and Discussion of Questionnaire

Table1 : General profile of respondents

Variables	Classification	NO. of Respondents	Percentage %
Gender	Male	71	68%
	Female	33	31.7%
Age	Below 15 years	3	2.9%
	16-20 years	11	10.6%
	21-25 years	71	68.3%
	26-31 years	16	15.4%
	Above 31 years	3	2.9%
Area	Urban	57	55.9%
	Rural	45	44.1%
Education Qualification	School	7	6.8%
	UG	36	35%
	PG	50	48.5%
	Research	5	4.9%
	other	5	4.9%
Awareness about boAt Lifestyle Products	T.V ads	10	9.9%
	Social media ads	61	60.4%
	Newspaper/Magazine	11	10.9%
	Friends	16	15.8%
	Other	3	3%
Mode of preference of purchase	Through Online	61	61%
	Through offline	19	19%
	Both online and offline	20	20%
Overall Experience	Excellent	38	36.5%
	Good	55	52.9%
	Average	9	8.7%
	Bad	2	1.9%

Source Primary data

The above table states that majority (68.3 percent) of the respondents belong to the age group between 21 to 25 years, more than (68 percent) of the respondents are male, majority (48 percent) of the respondents are post graduates, majority of the respondents are aware about boAt lifestyle product through Social Media advertisement, mode for preference of purchasing boAt lifestyle product majority (61 percent) prefer Online and majority (52.9 percent) of the respondents says that overall experience of boAt lifestyle product is good.

Table2 : Type of product prefer in BoAt Life -Style Products

Feature	Percentage of respondents
Wireless Earbuds	54.3%
Wireless Headphone	11.5%
Neckbands	25%
Wireless Speakers	3.8%
Other	4.8%

Source Primary data

The table shows that majority (55 percent) respondents prefer to purchase ear buds, followed by wireless headphone was preferred by respondents (12 percent), (25 percent) of the respondents prefer Neckbands, (4 percent) prefer speakers and (4 percent) of respondents will prefer other products.

Table.3. Factors influencing to purchase BoAt Life -Style Products

Feature	Percentage of respondents (%)	Rank
Quality	30.4%	II
Affordability	53.9%	I
Reliability	3.9%	IV
Availability	11.8%	III

Source Primary data

The table shows that affordability of the products was ranked as first (54 percent), followed by quality of the product was ranked as second with (30 percent), availability was ranked as third with 11.8 percent, and reliability ranked as fourth with the 3.9 percentage.

HYPOTHESIS TESTING

Performing z test in SPSS software ,we can find whether there is significant difference or change in the mean of different groups.

Steps for Independent z-Test Analysis

- Preparing Data: Divide the data into two categories: male and female clients.
- Descriptive Statistics: Determine the average and standard deviation for each group's satisfaction with the quality reliable, value for money, and willing to pay.

Perform Separate z-Tests: To compare the two groups' satisfaction ratings, run independent z-tests for each factor.

HYPOTHESIS 1 :

Creating hypothesis between Gender and satisfaction toward boAt product

Null Hypothesis (H0): There is no significant difference in the proportions between the groups.

Alternative Hypothesis (H1): There is a significant difference in the proportions between the groups.

Group Statistics					
	gender	N	Mean	Std. Deviation	Std. Error Mean
satisfaction	1	71	1.68	.692	.082
	2	33	1.94	.659	.115

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
satisfaction	Equal variances assumed	4.848	.030	-1.833	102	.070	-.263	.144	Lower: -.548 Upper: .022
	Equal variances not assumed			-1.867	65.423	.066	-.263	.141	Lower: -.545 Upper: .018

Independent Samples Effect Sizes				
		Standardizer ^a	Point Estimate	95% Confidence Interval
satisfaction	Cohen's d	.682	-.386	Lower: -.802 Upper: .031
	Hedges' correction	.687	-.383	Lower: -.796 Upper: .031
	Glass's delta	.659	-.400	Lower: -.821 Upper: .027

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

Interpretation:

Considering equal variance assumed ,so calculated value will be 0.070

Since p value is 0.050

.07 > .05 calculated value is greater than the p value

So, we accept the null hypothesis

That mean there is no significant difference towards boAt products on the basis of Gender .

HYPOTHESIS 2:

Creating hypothesis between gender and quality of boAt products

Null Hypothesis (H0): There is no significant difference in the proportions between the groups.

Alternative Hypothesis (H1): There is a significant difference in the proportions between the groups.

Group Statistics					
	gender	N	Mean	Std. Deviation	Std. Error Mean
quality	1	71	2.01	.964	.114
	2	32	2.31	.965	.171

Independent Samples Test									
Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
quality	Equal variances assumed	.529	.469	-1.454	101	.149	-.298	.205	-.706 .109
	Equal variances not assumed			-1.453	59.766	.151	-.298	.205	-.709 .112

Independent Samples Effect Sizes				
		Standardizer ^a	Point Estimate	95% Confidence Interval Lower Upper
quality	Cohen's d	.964	-.310	-.728 .111
	Hedges' correction	.971	-.307	-.723 .110
	Glass's delta	.965	-.309	-.731 .117

Interpretation :

Considering equal variances assumed so calculated for z test will be(.149)

Since p value is (.05)

(.149 > .05) calculated value is greater than p value

So we accept the null hypothesis

That means there is no difference in the quality of product on the basis of gender .

HYPOTHESIS 3:

Does boAt popularity significantly differ among various demographic groups (age, gender, income level) compared to other leading audio brands?

Group Statistics					
	popularchoice	N	Mean	Std. Deviation	Std. Error Mean
gender	1	10	1.30	.483	.153
	2	67	1.27	.447	.055
age	1	10	2.90	.994	.314
	2	67	3.12	.640	.078
income	1	10	2.20	.919	.291
	2	66	2.02	.734	.090

Independent Samples Test									
Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
gender	Equal variances assumed	.151	.698	.205	75	.838	.031	.153	-.273 .336
	Equal variances not assumed			.193	11.418	.850	.031	.162	-.324 .387
age	Equal variances assumed	3.803	.055	-.935	75	.353	-.219	.235	-.687 .248
	Equal variances not assumed			-.677	10.142	.514	-.219	.324	-.940 .501
income	Equal variances assumed	1.391	.242	.718	74	.475	.185	.257	-.328 .698
	Equal variances not assumed			.607	10.808	.556	.185	.304	-.486 .856

INTERPRETATION :

Considering equal variance assumed for gender ,age and income so calculated z statics value will be .838 , .353, .475

These calculated z statistics for gender , age and income are greater than p value (0.05) so we accept the null hypothesis .

But here type 1 error is occuring because popularity of boat is significantly different on the basis of demographic variables of the respondents.

CHAPTER 5

Conclusion and Recommendation

Majority (68.3 percent) of the respondents belong to the age group between 21 to 25 years, more than (68 percent) of the respondents are male, majority (48 percent) of the respondents are post graduates, majority of the respondents are aware about boAt lifestyle product through Social Media advertisement, mode for preference of purchasing boAt lifestyle product majority (61 percent) prefer Online and majority (52.9 percent) of the respondents says that overall experience of boAt lifestyle product is good.

Affordability of the products was ranked as first (54 percent), followed by quality of the product was ranked as second with (30 percent), availability was ranked as third with 11.8 percent, and reliability ranked as fourth with the 3.9 percentage.

Majority (55 percent) respondents prefer to purchase ear buds, followed by wireless headphone was preferred by respondents (12 percent), (25 percent) of the respondents prefer Neckbands, (4 percent) prefer speakers and (4 percent) of respondents will prefer other products.

The level of satisfaction of the respondents towards boAt lifestyle products. Respondents were highly satisfied with the style/look of products, and they were ranked as first. Respondents were satisfied with the variety, affordability and functionality of the product as they were ranked as second, third and fourth respectively. Comfortability, battery life and durability were ranked as fifth, sixth and seventh respectively and style or look of the product is ranked as eighth. Majority of the respondents were highly satisfied with the quality of the product.

Finding of the study :

Majority (68.3 percent) of the respondents were of 21 to 25 years of age.

Majority (68 percent) of the respondents were male.

Majority (48 percent) of the respondents were post graduates.

Majority (60 percent) of the respondents were aware about boAt life style product through social media advertisement.

Majority (61 percent) of the respondents prefer to buy boAt life style product in online .

Majority (53 percent) of the respondents overall experience about boAt lifestyle products is good.

Majority (55 percent) of the respondents prefer to purchase earbuds from boAt Lifestyle products.

Affordability of the product ranked as first for the factors influencing respondents to purchase boAt lifestyle products.

Majority of the respondents were highly satisfied with the quality of the product.

Recommendation:

The majority of the respondents fall under the student category, so company can segment the product and target age groups of above 30 more.

The company can increase sales on wireless headphones, and wireless speakers.

Respondents feel that the cost of the product under boAt life style is too affordable. It is recommended to the company that they can offer products at high cost so that people of all income groups can prefer to purchase more.

Conclusion :

The Industry project 'Popularity and Satisfaction towards boAt Lifestyle Products' concluded that the target market perceived the features of boat lifestyle products just as the brand wanted to position itself. The study found that the majority of the respondents were highly satisfied with the quality of a product. Majority of the respondents' overall experience in using boAt lifestyle products was good. The study concluded that efforts and resources should properly be utilised to reach out to all types of income groups to increase the cost of the product to retain and attract more customers.

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