A STUDY REPORT

ON

"Customer awareness towards BoAt

headphones in Solapur city"

Submitted to

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

In Partial Fulfillment of the Degree Course of

"BACHELOR OF BUSINESS ADMINISTRATION"

BBA-III

Submitted by

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SOLAPUR

2020-2021

CERTIFICATE OF DIRECTOR

This to certify that Mr. Rohan P. Injamuri has satisfactorily completed

The project work entitled

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Affiliated to Punyashlok Ahilyadevi Holkar Solapur University, Solapur
under the guidance of Mr. Vignesh Nadargi and the same hereby approved
for the year 2020-2021 hereby

PLACE: SOLAPUR

DATE:

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Under my guidance and direction to best of my knowledge and belief that
matter presented in this report has not been submitted earlier.

PLACE: SOLAPUR

DATE:

PROJRCT GUIDE

DICLARATION

I undersigned hereby declare that project report entitled

A STUDY ON

"Customer awareness towards BoAt

headphones in Solapur city"

Written by me, is my original work and is done under the guidance of

Mr. Vignesh Nadargi

The empirical findings in this report are based on data collected by us.

While preparing this we have not copied from any other report.

Understand that any such copying entitled to be punished in

a way that university authority deemed to be fit.

Student signature:

Mr. Rohan P. Injamuri   (   )

PLACE: SOLAPUR

DATE:

ACKNOWLEDGEMENT

A word thanks is much less for the word encouragement which we have received from people going online to make us feel comfortable & to make this thing simple.

Extend my profound thanks to our Director for giving me opportunity to undertake this project.

Sincerely thanks to Mr. Vignesh Nadargi sir who has guide & motivated us every time and shared his valuable time and provided me with all necessary information.

Special thanks & sincere gratitude goes to our HOD Mrs. Savita Vaidya for constructive criticism throughout the project.

INDEX

Chapter 1: Introduction to Study

1.1 Introduction to study:

The study is about the customer awareness towards the 'boAt headphones' in Solapur. Headphones are one of the most widely used technologies in today's world. This headphone is needed and used during this time. In the gym, for business related conversations, online meetings so that you and the person in front are not interrupted. So these things can make your job easier with these headphones. Consumers use it very spontaneously but only as much as is needed.

The boAt headphones started in 2016, not that there were no headphones before this but when it came into the market in 2016 it brought a new way in the world of headphones and that is style. More and more people nowadays pay a lot of attention to the modernity and quality of accessories and that is why boAt headphones have become a successful product in the shortest possible time.

The demand for smart headphones has grown in recent years as an increasing number of consumers focusing on product aesthetics. Major application sectors such as entertainment and sports have witnessed a high adoption since 2016. So that's the reason this boAt company introduce us to the fully finalize futuristic product. The growing music industry and the increasing popularity of rapping have a positive effect on the adoption of headphones, particularly those endorsed by singers and celebrities. The manufacturers are collaborating with several music artists to launch specifically designed headphone editions, which are likely to drive the pro headphones market.

1.2   Objectives and of the Study:-

➢ To study mobile accessories referring boAt headphones.
➢ To study the awareness level of customers towards boat headphones
➢ To study expectations and wants of customer on headphones.
➢ To study promotional strategy of Boat.

1.3 Scope of Study:-

1) **Scope:-**

➢ This study is useful for boAt to know customer taste and preference.

➢ This study is helpful to cover customer's awareness and their expectations to boAt headphones.

➢ This study is useful for the customers who wish to purchase services from BoAt Company.

➢ This study helpful for those who want to learn services and service provider from accessories industry.

➢ This study provides few inputs to existing customers

1.4 Limitations:-

➢ The geographical area for study is limited to Solapur city only. The response obtained with geographical boundaries of Solapur.

➢ The size of the sample is limited to 100 consumers within Solapur city.

➢ Data collected from the customers is assumed to be authentic and right.

➢ The study is restricted to headphones customers only.

➢ The time considered to carry the study was very short.

1.5 Research Methodology:-

Research methodology is the systematic gathering of information from respondent for the purpose of understanding and predicting some aspects of the objectives and behaviour of the population of interest it is the most common method of collecting primary data for making marketing decision. Survey can provide data on attitudes feelings, beliefs, part and intended behaviour knowledge ownership personal characteristic and other descriptive items. Survey research is concerned with administration of questionnaire the survey research must be concerned with sampling questionnaire design administration

and data analysis in this project report questionnaire contain some open ended and some close ended questions.

What is meant by methodology?

Methodology is the systematic theoretical analysis of the methods applied to a field of study it comprises the theoretical analysis of the body of method and principles associated with branch knowledge. Typically it encompasses concept such as theoretical model phases and quantitative or qualitative techniques. A methodology does not set out to provide solutions.

Data collection:-

A number of way in which data can be collected the mainly data is divided into main two parts that is

    A) Primary data
    B) Secondary data

A) Primary Data:-

Primary data is first land information collected through observation, interviews and questionnaire and in this project primary data is collected through questionnaire and the questionnaire is contain some open ended as well as closes ended questions for the proper survey.

➢ **Advantage of Primary data: -**

1) Reliable as the researcher can replicate the procedure to check the result as they know the procedure and how the data was collected and analysed.

2) More-up to date data gathered from years previous is less likely to reliably answer the questions you data needs to address.

3) Primary data is directly taken from the population in question one of the best types of data to collect for research methods likes a survey.

➢ **Disadvantages:-**

1) Researchers subjective in kinds of data they one looking for they may be looking. For data that fits in which they hypothesis they are trying to test.

2) Needs a large enough sample to make the sample credible and be able to generalize quite costly and time consuming.

B) Secondary data:-

      Secondary data is the data that have been already collected by and really available from other sources. Such data are cheaper and more quickly obtain and in this project report secondary data in collected from websites of and reference books like.

1) Marketing management by S.A. Sherlekar.

2) Marketing management by Kevin lane Keller.

Advantage of Secondary Data:-

1) It is a economical it saves effort and expenses.

2) It is time saving.

3) It has to make primary data collection more specific since with the help of secondary data we are able to make out what are the gaps and deficiency and what additional information need to be collected.

4) It helps to improve the understanding of the problem.

5) It provides as basis for comparison for the data that is collected by the researcher.

Disadvantage:-

1) Accuracy of secondary data is not known.

2) Data may be outdated.

Questionnaire:-

A questionnaire is research instrument consisting of series of questions for purpose of gathering information from respondents the questionnaire is prepared by taking into consideration of objective of study.

Sampling area: Solapur city only

Sampling size: 100 customers

Sample unit   : All existing and potential boAt headphones / headphones customers in Solapur city.

Sampling method: Convenience sampling.

Chapter -2
Introduction to Industry

Introduction to Industry

2.1   Introduction:-

The need to be different and stand out increases as more and more people joins the Smartphone club. The market is hoping sure will buy it with products that focus on your lifestyle. So they are also actively looking at home audio space and expanding our product portfolio. As long as there dig into his own data, listen to their customers and stay innovative to bring unique items from Sustainability they'll are concerned. BoAt's philosophy has always been to create experiences and not products. As a brand, boAt doesn't create products and tell the consumer how to fit them in their life. Instead, it listens to the target audience and connects with their needs to create products that enhance their lifestyle. What differentiates boAt is that it is an aspirational yet affordable brand for enthusiasts who expect the latest available technology but also seek style and affordability.

BoAt entered the market with its robust cable that solved the perennial problem of breaking mobile charger cables with the use of Kevlar fibber to extend the life of BoAt's connector cables. BoAt today offers products such as earphones, headphones, sound bars, speakers, travel chargers and premium rugged cables. They have created a consumer tech lifestyle brand that often solves the problem of thousands of years and Generation Z that offers the best in technology and style with a keen focus on product design.

Overseas foray

While they continue to receive interest from across the globe, company wish to strengthen our foothold in India by aiming to become a household brand, before sailing in international waters.

Social touch

BoAt audio accessories have started becoming lifestyle accessories and part of one's fashion statement.

Aman Gupta, co-founder, boAt, talks to Forbes about the journey of a homegrown consumer electronics upstart sailing through myriad storms to stand tall as the fifth largest wearable brand in the world.

Back in December 2016, boAt found itself in the middle of the Chinese storm led by Xaomi, Vivo, and Oppo, that was slowly causing major Indian handset players like Micromax to shrink.

"Indians were getting out. Chinese were coming in," he recounts. "People started writing our obituary even before we were born," Aman says.

Not discouraged, the co-founders bootstrapped 15 lakh each and kickstarted their boAt by selling mobile cables and chargers. The first year itself brought post sales of 31 crore, and a profit of 1.67 crore. In the next fiscal, the brand grew close to four times with the addition of wireless earwear and speakers.

Fast forward to December 2020, boAt has overtaken brands like Xiaomi, Realme, JBL, and Apple amongst others to rise to the top, according to the research firm - Counterpoint Research. BoAt has also become the fifth biggest wearable brand in the world in the third quarter this year.

VISION:

Expressing unsaid style statement that speaks my bespoke tastes, my life style and my personality.

Edgy, high-stung, liberating, Quirky

MISSION:

Explorer brand that enables inward-exploration as people walk in pursuit of their passion.

Enabling people to peruse their passion with an uninhabited spirit

2.2 History of BoAt:-

BoAt is an Indian 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 Lifestyle started in 2016 as a consumer electronics start-up with the sole aim of bringing affordable, durable and more importantly 'fashionable' audio products and thousands of years of spare parts. After two years of sales of earphones, headphones, speakers, travel chargers and premium rugged cables, the company has grossed over Rs 100 crore in domestic sales alone.

Placing India on the global wearables map, home-grown brand boAt Lifestyle became the world's 5th largest wearable brand basis shipments as per the leading market research and advisory firm International Data Corporation's (IDC) Worldwide Quarterly Wearable Device Tracker for 3Q20 (July-September 2020).

In addition to becoming the 5th largest wearable brand, boAt has also solidified its position in the Indian market by capturing 1/3rd market share.

According to IDC data, the brand sailed through the pandemic to break all records and has witnessed a growth of 4X to reach 3.3 million units shipped in the last quarter.

2.3 key Persons of BoAt:-

- ➢ Sameer Ashok (co-founder)
- ➢ Aman Gupta (co-founder)
- ➢ Daman Soni (VP Growth)

2.4 Associates of company:-

BoAt announced their official partnership with six IPL teams this season - Chennai Super Kings, Royal Challengers Bangalore, Kings XI Punjab, Kolkata Knight Riders, Delhi Capitals and Mumbai Indians.

BoAt also launched limited-edition earphones, headphones, and speakers inspired by the insignia and design theme of the teams, to truly bring the stadium home for fans.

Nikhil Bardia, head of sales, IMG Reliance, said, "Excited to have boAt as our official audio partners, they truly know how to increase the decibel of excitement for the millennial of the country."

The brand's very own boAtheads: Hardik Pandya, Shikhar Dhawan, Shreyas Iyer, Rishabh Pant, Prithvi Shaw, and KL Rahul will also play with their respective teams.

Aman Gupta, co-founder, boAt Lifestyle, said, "IPL season will give the right push to not only speakers, sound-bars, and earphones but the overall audio industry. We are optimistic with our limited edition of headphones and speakers, the experience for our consumers will be bass-heavy."

Indian cricketer Shreyas Iyer has been roped in as the brand ambassador of leading homegrown consumer electronics company brand boAt for its campaign "Sound of the Champions", it was announced on Wednesday.

Brand Ambassador:

1) **Diljit Dosanjh**

BoAt roped in singer and actor Diljit Dosanjh as one of their new brand ambassadors. They aim to add a 'desi vibe' to their brand with this new addition to their tribe.

Diljit Dosanjh spoke about the collaboration, "Punjabi music and folklore are bass-heavy and boAt's high quality yet trendy products allow one to have great sound experience. In boAt, I have a new partner, which is truly Indian, and resonates with my personality."

2) **Masaba Gupta (Designer)**

BoAt collaborated with celebrity Designer Masaba Gupta to launch a limited edition collection of spunky headphones at the Lakmé Fashion Week 2020.

Together, they have launched a line of products to cater to the millennial audience, bringing back the disco style of the 70s.

2.5 Departments and Manufacturing process:-

Delhi-based electronics brand boAt Lifestyle is looking to set its own manufacturing facilities in India and hire a big four consultant for the project in a move that signals a shift away from its traditional manufacturing base in China, said Aman Gupta, a co-founder.

The brand had registered over 20% jump in gross sales during the lockdown and the company, which sold around 8,000-10,000 products every day in 2019, has seen a demand of over 15,000 units every day in the last three months.

The company was founded in 2016 by Gupta and Sameer Mehta and currently has around 100 members on its team with offices in Delhi and Mumbai. Gupta said that boAT clocked Rs 27 crore in gross sales in the first year, which jumped to Rs 100 crore in second year and Rs 300 crore in the third year.

➢ **Marketing Department :-**
   ROI drove Marketing Manager with exceptional understanding of various marketing techniques. Have strong organizational and communication skills. Have high degree of working knowledge in influencer & event marketing. There are enthusiastic and eager to contribute to team success through hard work, attention to detail, and excellent reputation for solving problems. Motivated to learn, grow and excel further in Marketing

➢ **Manufacturing Process :-**

1. Ear Shell production :
   a) Painting, Colouring, UV, Electroplating
   b) Logo Printing' Ear Shell Assembly.
2. cable production:
   a) cable material selection
   b) cable production
   c) pram string length
   d) seraifing,tinspray painting, wiring
   e) jack welding
   f) injection testing coiling
3. Speaker production:
   a) film, Cone Frame, magnet, circuit board selecting
   b) magnetizing
   c) assembling
   d) stick membrane slice
   e) gluing testing
4. End products assembling :
   a) ear shell threading fixed
   b) speaker welding
   c) ear shell covering
   d) sounds quality testing
   e) cleaning appearance
   f) Packing.

2.6 Statistical Information:-

BoAt has raised a total of $109.6M in funding over 5 rounds. Their latest funding was raised on Jan 5, 2021 from a Series B round.

Consumer tech products maker Boat Lifestyle registered gross revenue of over Rs 500 crore in FY2019-20 and aims to double the top line by FY24 on the back of strong demand for products like audio devices and accessories in the country, a top company executive said.

"We had a target of Rs.500 crore revenue in FY21-22, we have already crossed that, we had an outstanding year in FY20. We have grown 2.5X from the previous year...Since inception, our financial.

He added that the company has a sustainable approach to growth, is not burning money like many start-ups and "FY23-24 is where we should do Rs 1,000 crore revenue".

Most founders (71%) also believe that the fundraising environment will be upbeat in 2021, according to the survey of about 100 start-up leaders by the venture debt fund.

"Funding environment is very strong particularly for companies that are addressing large markets and building sustainable businesses through innovation in brand, product and distribution," said Aman Gupta, co-founder and CMO, boat, the headphones and earphones maker.

FUND ROUNDS:

Announced Date	Transaction Name	Number of Investors	Money Raised	Lead Investors
Jan 5, 2021	Series B-BoAt	1	$100M	Warburg Pincus
Sep 1, 2020	Debt Financing-boAt	1	⸳ 250M	InnoVen Capital
Jul 26, 2019	Debt Financing-boAt	1	⸳ 160M	InnoVen Capital
Jul 17, 2019	Debt Financing-boAt	1	⸳ 200M	Navi Technologies
May 3, 2018	Venture Round	1	⸳ 60M	Fireside venture

Table no. 2.6.1

INVESTORS:

Investor Name	Lead Investor	Funding Round	Partners
Warburg Pincus	YES	Series B-BoAt	Vishal Mahadevia
InnoVen Capital	YES	Debt Financing-boAt	Ashish Sharma
InnoVen Capital	YES	Debt Financing-boAt	-
Navi Technologies	YES	Debt Financing-boAt	Sachin Bansali
Fireside venture	YES	Venture Round	Kanwaljit Singh

Table no. 2.6.2

TWS ear buds shipments see massive 723% YoY growth in Q3 2020, boAt leads the way: Report

The Indian firm has recently signed Indian cricketers including KL Rahul and Shikhar Dhawan as their brand ambassador. As per IDC, boAt led the entire earwear category in India with a 32.4 percent market share. In the truly Wireless Stereo (TWS) section too, boAt's market share is 26.1 percent.

2.7 Future Prospects:-

Home-grown audio & accessories brand boAt launches a series of 'Make in India' wired and wireless earphones as well as mobile accessories.

Staying true to its commitment, boAt has started its Make in India journey with its top sellers such as Bassheads 100, Bassheads 152 and Rockerz 255 Pro. These products will now be manufactured locally and will be available on the website as well as other ecommerce platforms starting 27th January 2021.

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BoAt carries the spirit of India and is now in the top 5 wearables globally as per IDC. The company is also the #1 brand in personal audio in India (headphones, earphones, sound-related accessories) with a rapidly emerging presence in adjacent consumer-focused, lifestyle electronics categories.

BoAt plans on launching many more products in 2021. This includes launching headphones, speakers and true wireless earphones under their "Make in India" initiative.

Boat Lifestyle aims to be an Rs 500 crore company by FY21. A strong push towards offline sales and a plan to enter newer categories, the electronics company hopes, will help drive its growth. Aman Gupta talks to Devika Singh about the challenges in the offline space, the competition from Smartphone players, and increasing its appeal beyond the millennials.

BoAt is looking at offline seriously. Offline will soon contribute Rs 100 crore to our revenue. The company earned Rs 300 crore in revenue in FY19, and the plan is to take this to Rs 500 crore by FY21. Initially, we were apprehensive about offline as it's a long-tail channel, credit periods are longer and products are returned if not sold. However, several distributors approached us to keep our stock as there was consumer demand after seeing our products online. This made us realize the potential offline channel holds for us.

BoAt is now present in 5,000 modern and general trade stores. Earlier, company was only present in Tata Croma outlets, but now you can find us in multi-brand outlets across India. Going ahead, we plan to add 3,000 more retail touch points. We have hired a dedicated offline team and are investing in distribution, retailer development, marketing, etc. Company is also launching differentiated products for offline. For instance,

our Bluetooth speaker Boat Stone 1000 comes packed with more features such as a slot for memory card, FM radio, etc.

The online-offline price war was a big challenge for us earlier, but now the government has come in to regulate it, and that has helped us. Fake products are another challenge. Initially, when we found fake products, Company was happy that our brand had reached a point where people were creating fakes. But now it is becoming a problem as customers are getting confused. At times, people send us products for repairs and we find out they are fake products. We have put stickers on our products and have initiated legal proceedings against companies like Club Factory, which are selling them.

Chinese Smartphone players were present in the market when we entered, but we don't compete on price at all; that's our strategy. If we start fighting on price, we will die, because these players have a higher purchasing power. So, we fight on quality and aspiration. Boat is an inspirational product, and our products are placed in the mid-premium to premium category.

BoAt sell 8000-10,000 units a day and this shows the trust people have in us. Competition keeps us on our toes, but we have also moved ahead of our competitors and grown bigger than them.

BoAt are looking at the three Cs for business expansion — category, customers and countries. Company is mostly present in the personal audio segment, and plan to enter home audio, smart audio and wearables going ahead. We may launch wearables by the second or third quarter of FY20.

Currently, our target group is consumers in the 18-24 brackets, but we plan to expand this to 18-35, going ahead. We will enter the international market after we get our basics right in India. We don't plan to tie up with any Smartphone manufacturer as that would make us a sub-brand of the company. The perception is that if you buy a Smartphone, you get a headset free and this destroys the brand value.

Company has divided millennials into followers of subcultures — cricket, Bollywood and music — and are roping in influencers from these spaces to engage with them. In the music category, we have Neha Kakkar and Guru Randhawa; in Bollywood, Kartik Aryan; and in cricket, names such as Hardik Pandya, KL Rahul, Shikhar Dhawan, Jasprit Bumrah, etc. We don't believe in old school marketing. Around 90% of our marketing budget goes to digital, but we have also been tapping print a bit as we focus on offline.
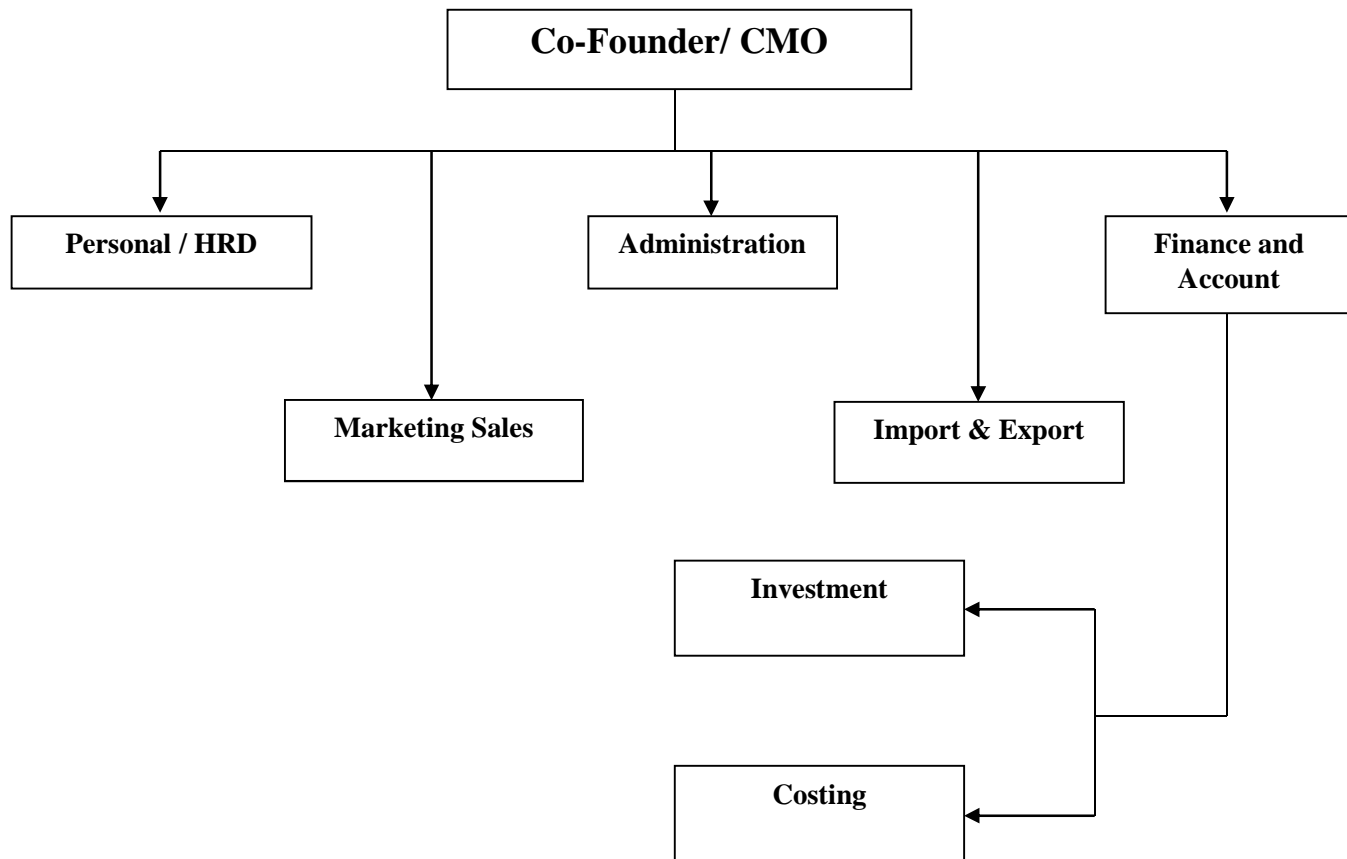
2.8 Organisation Structure:

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                        ┌─────────────────────┐
                        │   Co-Founder/ CMO   │
                        └─────────────────────┘
                                  │
        ┌─────────────────────────┼──────────────────────────────┐
        │                         │                              │
┌───────────────┐        ┌───────────────┐            ┌──────────────────┐
│ Personal / HRD│        │ Administration│            │   Finance and    │
└───────────────┘        └───────────────┘            │     Account      │
        │                         │                   └──────────────────┘
        │                         │                              │
┌───────────────┐        ┌───────────────┐                      │
│Marketing Sales│        │ Import & Export│                     │
└───────────────┘        └───────────────┘                      │
                                                                 │
                        ┌───────────────┐                        │
                        │  Investment   │◄───────────────────────┤
                        └───────────────┘                        │
                                                                 │
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                        │    Costing    │◄───────────────────────┘
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Chart no. 2.8

Chapter 3

Theoretical Background

Theoretical Background:

Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumers rights. Consumer awareness is important so that buyer can take the right decision and make the right choice. Consumers have the right to information, right to choose, right to safety. Let us learn more about Consumer rights, responsibilities and consumer awareness in detail.

Consumer Rights and Responsibilities

Consumer Rights is an insight into what rights consumer holds when it comes to seller which provides the goods. What if the goods provided to the consumer by the business is not up to the standard? Then in that case – what should a consumer do? To be precise, what rights consumer has is in the court of law to fight against the malpractices of the business firms or seller.

Consumer Rights

> - **Right to Safety**: This is the first and the most important of the Consumer Rights. They should be protected against the product that hampers their safety. The protection must be against any product which could be hazardous to their health – Mental, Physical or many of the other factors.
> - **Right to Information:** They should be informed about the product. The product packaging should list the details which should be informed to the consumer and they should not hide the same or provide false information.
> - **Right to Choose:** They should not be forced to select the product. A consumer should be convinced of the product he is about to choose and should make a decision by himself. This also means consumer should have a variety of articles to choose from. Monopolistic practices are not legal.

- ➢ **Right to Heard:** If a consumer is dissatisfied with the product purchased then they have all the right to file a complaint against it. And they said complaint cannot go unheard, it must be addressed in an appropriate time frame.

- ➢ **Right to Seek Redressal:** In case a product is unable to satisfy the consumer then they have the right to get the product replaced, compensate, return the amount invested in the product. We have a three-tier system of redressal according to the Consumer Protection Act 1986.

- ➢ **Right to Consumer Education:** Consumer has the right to know all the information and should be made well aware of the rights and responsibilities of the government. Lack of Consumer awareness is the most important problem our government must solve.

The Meaning of Consumer Awareness

Consumer Awareness is the process of making the consumer of goods and services aware of his rights. It involves educating a consumer about safety, information and the redressal options available to him.

As previously discussed consumer awareness is one of the most persistent problems the government faces when it comes to consumer protection. To resolve this problem the government has come up with various methods over the years. In fact, it is the main aim of the Department of Consumer Affairs.

- ➢ The right to safety: It refers to the right to be protected against products, production processes and services that endanger the physical health or well being of the consumer.
- ➢ The right to consumer education: It refers to a right that protects the consumer from various large companies of the products and services they sell. It is basically about informing people and giving them the required knowledge for living in a consumer society. These rights and exercises must be followed by every consumer.

Customer awareness is a part of a company's marketing & communications plan. It is a process that helps an entrepreneur educates customers about his/her company, its performances and the products or services his/her company delivers. A well-designed awareness program ensures better customer engagement and protects consumer welfare.

Top Objectives of a Customer Awareness Program

➢ Understand which category of customers would be interested in the product or service you're planning to sell.

➢ Prepare an effective marketing and advertising plan to reach the target consumer segment.

➢ Help customers find out your products and services.

➢ Convey a clear message explaining the strengths and benefits of your products.

➢ Gain consumer's trust by helping them understand how the product will solve their respective problems.

3 Steps to Building Customer Awareness

When building customer awareness, an entrepreneur determines his/her target market, uses a very specific marketing tool or channels to engage and communicate with the consumers and help them increase product and service knowledge. The three major steps that a customer awareness program includes can be explained as below –

1. In the first stage, a company creates awareness by pointing out the pain point of the customers. The company needs to talk more about the problem at this stage. The intention is to make consumers aware of the prevailing problem if they're not already. Raise awareness using a very logical message.

2. Give customers a solution to that problem in the second step. Get customer's attention by presenting your solution as the best way to solve the respective problem.

3. Present your product or brand as the best solution to the problem in the third stage. As the customers will know the problem they are facing by this time, it will

be easy for them to understand that they can overcome the problem with the help of your brand.

Implications of Managerial Approach:

Managerial perspective on consumer behaviour tends to be more micro and cognitive in nature. The term micro is used because the manager is focusing on the individual Consumer — his or her attitudes, perceptions and lifestyle and demographic features. Further, the external factors influence in terms of the reference groups, the family, social class and culture are studied in order to know how they influence the individual consumer. The cognitive nature emphasises on the thought processes of individual consumers and the factors which influence their decision-making processes. From the marketing manager's perspective, it is necessary to satisfy the needs of the individual consumer through suitable product or service offerings. Hence, the necessity to gather information on the consumer's needs, thought processes characteristic features. Such information will be useful in segmenting the target market on the basis of various parameters.

Positivism and Interpretivism:

In the initial stages, the main thrust of consumer behaviour was from a marketing manager's perspective: they were interested in knowing the specific causes of consumer behaviour and then use this consumption related information to work out suitable marketing strategies to influence consumption decisions. Since the marketers' were concerned with predicting consumer behaviour, this approach came to be known as positivism. Academicians from contributing disciplines (including marketing) were interested in the study of consumer behaviour simply to understand the consumer better. The study of consumer behaviour from the point of view of understanding consumption behaviour and the meanings behind such behaviour came to be known as interpretivism. The interpretive approach is also known as experimentalism because of its focus on the consumption experience. Inspite of the differences in these two approaches, both the approaches — positivism and interpretivism can easily be said to be complementary to

each other. For prediction and understanding of consumer behaviour it is necessary to get a strong picture of consumption related behaviour.

Usage of Consumer Behaviour Knowledge:

In most of the markets, buyers differ enormously in terms of their buying dynamics. The marketing manager will have a difficult task in coming to terms with these differences when working out various marketing strategies. For instance, in consumer markets, buyers typically differ not only in terms of their age, income, educational qualifications and geographical locations but more fundamentally in terms of their personality, lifestyles and their expectations. Similarly, if one were to consider the organisational and industrial markets also, complex buying behaviour is seen. Here, there could occur differences in the goals being pursued, the criteria followed by those involved in the buying process, the formality of purchasing policies and the constraints which could take the form of delivery dates and expected performance levels.

1) To achieve maximum satisfaction: The income of every individual is limited. He wants to buy maximum goods and services with his income. He gets full satisfaction only by this limited adjustment. Therefore it is necessary that he should get the goods which are measured appropriately and he should not be cheated in any way. For this he should be made aware.

2) Protection against exploitation: Producers and sellers exploit the consumers in many ways as underweighting, taking more price than the market price, selling duplicate goods etc. Big companies through their advertisement also mislead the consumers. Consumer awareness shields them from the exploitation by producers and sellers.

3) Control over consumption of harmful goods : There are several such goods available in market which cause harm to some consumers. For example we can take goods like cigarette, tobacco, liquor etc. The consumer education and awareness motivate people not to purchase such goods which are very harmful for them.

4) Motivation for saving: The awareness controls people from wastage of money and extravagancy and inspire them to take right decision. Such consumers are not attracted by sale, concession, free gifts, attractive packing etc due to which people can use their income in a right way and can save money.

5) Knowledge regarding solution of problems: The consumers are cheated due to illiteracy, innocence and lack of information. Therefore it becomes necessary that the information about their rights should be provided to them so that they cannot be cheated by producers and sellers. Through consumer awareness they are also made known to the proceedings of laws so that they can solve their problems.

6) Construction of healthy society: Every member of the society is a consumer. So, if the consumer is aware and rationale, then complete society becomes healthy and alert towards their rights.

AIDA model:

The AIDA model is an acronym - it stands for attention, interest, desire and action. It is a model used in marketing that describes the steps a customer goes through in the process of purchasing a product. The AIDA model has been in use since the late 19th century.

What Is the AIDA Model?

It is a model used in marketing that describes the steps a customer goes through in the process of purchasing a product. The AIDA model has been in use since the late 19th century. It has been reviewed and modified multiple times over the years, both in marketing and public relations.
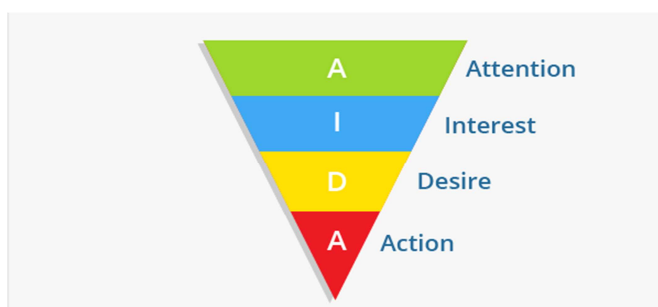
Chart no. 3.1

Who created the AIDA model?

The AIDA model was developed by the American businessman, E. St. Elmo Lewis, in 1898. The original main purpose was to optimize sales calls, specifically the interaction between seller and buyer concerning the product.

Lewis can be considered a pioneer when it comes to the use of scientific methods for designing advertising and sales processes. At the same time, it was very important for Lewis to view advertising as a type of "training" that assisted the beneficiary. Lewis's theoretical explanations of advertising theory rested on extensive experience. He was, for example, marketing head at various companies and advised organizations as well as companies involved in the conception of advertising measures and campaigns. He has shared his knowledge in the form of various publications — both in written form and in seminars at US universities. His AIDA model can be perceived as an important legacy, because the formula is still used more than 100 years after its first appearance, for example in digital marketing.

What is the AIDA approach?

The AIDA model is based on four individual stages that attract interested parties who are deciding on a product or service.

1. Attract attention:

The product must attract the consumer's attention. This is done via the advertising materials. It is a type of "eye catcher."

Examples: a window designed in a striking way, a sensational YouTube clip, or a themed newsletter, or a graphic on a landing page.

2. Maintain interest:

 In the first phase, the attention of the potential customer is piqued; their interest in the product or service should be aroused.

Example: detailed information on the product is presented, for example, the product description on a website, a product brochure or flyer, photos, or video clip of the product.

3. Create desire:

If interest in the product is aroused, it is the seller's task to persuade the customer that they want to own this product. In the best-case scenario, the advertisement or the product itself creates the desire to purchase.

Example: the seller provides clear examples of the advantages of the product or service, taking into account the daily lives of the target group. In the online shop, a bullet point list can generate the desire to buy. This desire to buy can also be awakened by an advertising medium that specifically addresses the emotions of the customer.

4. Take action:

As soon as the desire to buy is aroused, this must be transferred into an action, that is, the purchase.

Example: In the case of online shops, this would ultimately be the shopping cart process, in which a customer is lead to a conversion. The customer can be encouraged to buy the product with a call-to-action.

Nowadays, the AIDA formula is frequently supplemented with an "S" for "satisfaction", because the product has to ultimately satisfy the consumer. Customer satisfaction does not lie solely with the advertising but rather with the product itself. Therefore, the basic constellation of the four phases is only the prerequisite for the sale.

With the insertion of the "confidence" (trust) factor, a sixth element can also be added. Many marketers also work with the AIDCAS model to optimize sales processes and advertising.

How is AIDA used?

The AIDA model has shaped the views on marketing and sales strategies for over 100 years. The formula can still be found in current standard marketing textbooks. Beyond that, AIDA is also used in PR to plan and analyze the effectiveness of PR campaigns, and still provides valuable information for the analysis of advertising messages. The benefit of this simple formula can be found in its simplicity and flexible application possibilities in areas other than store-based or stationary sales. In e-commerce for example, the effectiveness of the product presentation in an online shop could be analyzed using the four aspects of the AIDA formula.

Four key things to note about IMC:

1. IMC is an ongoing process, not just a one-off campaign. That process includes strategic planning, measurement, and refinement of communications.
2. The goal of IMC is to accelerate returns. This most often means growing revenue faster.
3. IMC is customer-centric. Marketing is no longer about pushing out messages and hoping people will listen. We must understand and develop empathy for the people we are trying to reach — and put them at the core of our efforts.
4. IMC is about aligning objectives with goals.

In short, IMC is a replacement for outdated marketing models and funnels. Think about it — there's no mention of customers in the four P's model (price, product, promotion, and place). And funnel-based approaches miss the reality that the customer decision-making process is rarely linear.

Five Steps of the IMC Process:

Chart no. 3.2

1. Identify your customers from behavioral data:

Let's start with this assumption: For education institutions, the customer is the student.

1. **Behavioral data:** Tells us what customers do, how they act, and their history in relation to our offering.
2. **Demographic data**: Tells us a customer's age, location, gender, income, and so on.

IMC is based on what people do. The key takeaway is that behavioral data is going to yield better results over demographic data, every single time. Aggregate your customers according to their behaviors first. After that, enhance it with other types of segmentation.

2. Determine the financial value of your customers and prospects:

Marketing is traditionally considered an organizational expense. However, an IMC mindset requires us to look at marketing as an investment, a strategic tool that influences incoming dollars.

To know what we can spend to attract new students, we must know the financial value of our current students and prospects. This value becomes the basis for marketing investment because customers drive revenue. Use this value to set goals and determine what marketing actions to take.

3. Create and deliver messages and incentives:

We can now set marketing goals that tie back to our institution's financial goals, and then create and deliver meaningful marketing communications to prospects and customers.

Tie marketing objectives to financial outcomes using these two components:

1. **Delivery**: Where do customers come into contact with your brand? Where do they want to come into contact with your brand?
2. **Content**: What customer insights can you use to connect what your brand wants to deliver with what your customer wants to acquire?

While a traditional marketing approach would require you to determine your creative content first and then select the channel, IMC flips this process around by asking first for an understanding of where your customers are. With that knowledge, you can meet them there with content and messaging that is grounded in customer insights.

4. Estimate the return on customer investment (ROCI):

Step four focuses on determining ROCI as a result of your marketing and communications. This is the goal of IMC.

How? Use:

- ➢ Analytics: descriptive, predictive
- ➢ Attribution: first, last, and multi touch
- ➢ Optimization: A/B tests, control groups

5. Budget, allocate, evaluate, and recycle:

A true IMC approach requires that you budget at the end, which is the opposite of how most college and university budgeting processes unfold.

Think like an investor and know important financial numbers: customer acquisition cost, retention rate, and the difference between your short-term and long-term returns.

Understand the three C's:

- ➢ Contribution: dollars generated over time
- ➢ Commitment: how many dollars you get vs. the competition
- ➢ Champions: support, involvement, and advocacy of your brand

And now that you can prove IMC's impact, you can truly evaluate the effectiveness of your program and use that insight to plan for the future. Remember that IMC is cyclical.

Chapter 4

Data analysis and Interpretation

Data analysis and Interpretation

4.1 customers of different age groups:

Following table shows the data of different group of ages.

Sr. No.	Age	No. Of response	percentage
1	15-25	90	90%
2	25-35	8	8%
3	35-45	2	2%
Total		**100**	**100%**

Table no.4.1

Following graph shows the data of different group of ages.
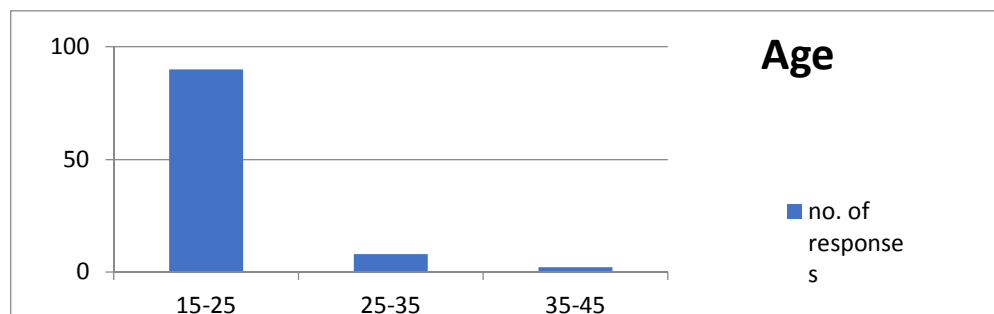
Chart no. 4.1

Interpretation:

From the above table and graph it is observed that,

90% of respondents are there age between 15-25, 8% of respondents are have between 25-35 and just 2% of respondents are in age between 35-45

4.2 customers comfort while wearing boat headphones:

Following table shows the data of comfort of customers using boat headphones.

Sr. No.	Particular	No of response	Percentage
1	Very difficult to wear	3	3%
2	Headband go over the head	3	3%
3	Headband that go around the back of the head	14	14%
4	Headphones that are comfortable	80	80%
Total		100	100

Table no. 4.2

Following graph shows the data of comfort of customers using boat headphones
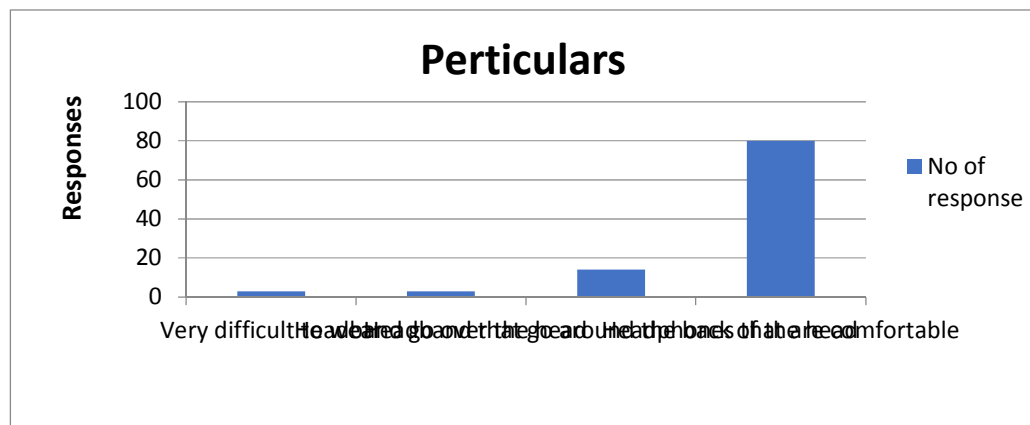
Chart no. 4.2

Interpretation:

From the above table and graph it is observed that,

80% of respondents are wanted to use that headphone are comfortable, 14% of respondents bring Headband that go around the back of the head, 3% of respondents Headband go over the head and the rest of the 3% respondents wants to use difficult to wear headphones.

4.3 Customers appeal on boat headphones:

Following table shows the data of customers appeal on boat headphones.

Sr. No.	Customers appeal	No. Of respondents	Percentage
1	Emotionally	5	5%
2	Factual/rational	7	7%
3	Technical	76	76%
4	Psychological	12	12%
Total			

Table no.4.3

Following graph shows the data of customers appeal on boat headphones.
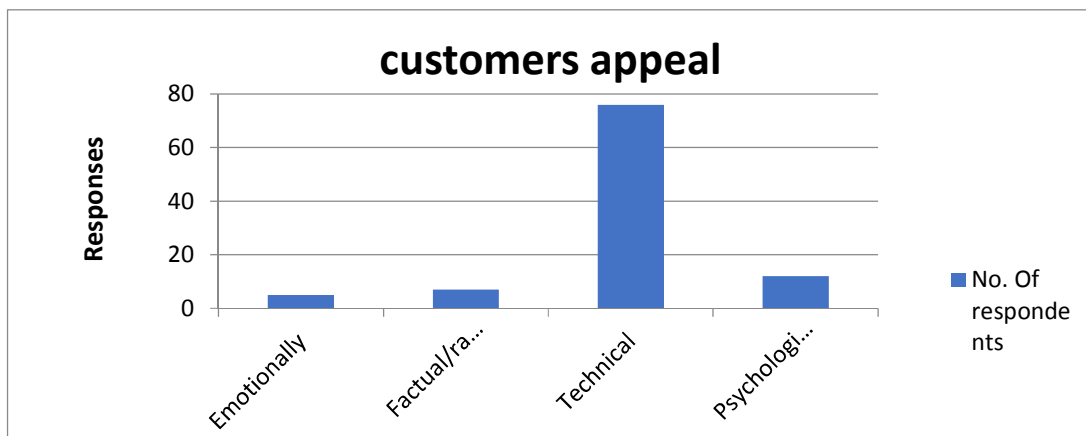
Chart no. 4.3

Interpretation:

From the above table and graph it is observed that,

76% of respondents are appeal on technical, 12% of respondents are go for appeal on psychological, 7% of respondents factual/ rational appeal, and rest of 5% respondents take appeal on emotionally.

4.4 Customers use earphones/headphones for mainly:

Following table shows the data of customers that mainly use for.

Sr. No.	Mainly use	No. Of respondents	Percentage
1	Music	78	78%
2	Film	38	38%
3	Podcast	44	44%
4	Gaming	35	35%
Total		195	

Table no.4.4

Following graph shows the data of customers that mainly use for.
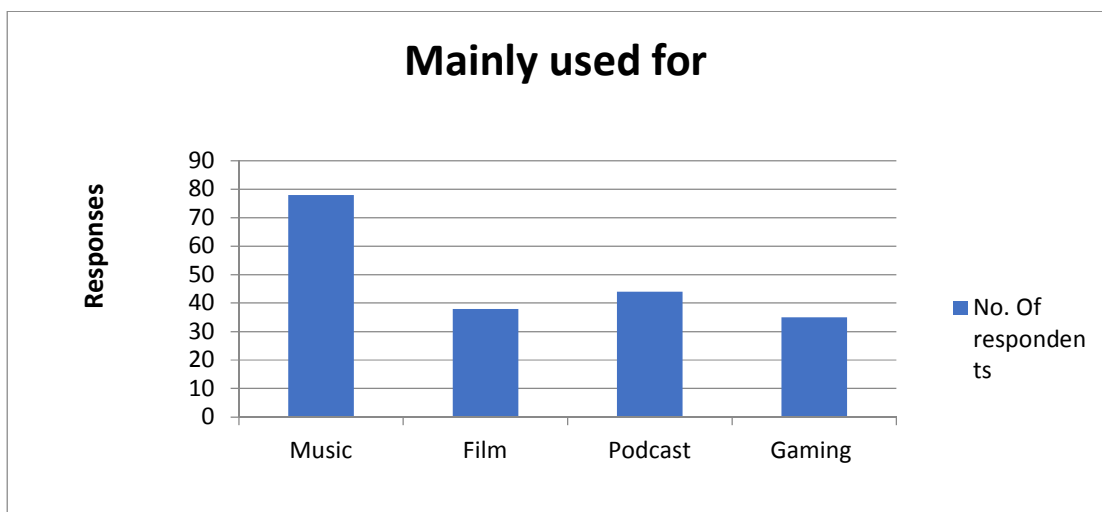
Chart no. 4.4

Interpretation:

From the above table and graph it is observed that,

78% of respondents are mostly use for Music, 44% of respondents are more aware for using Podcast 38% of respondents are mainly use for Film purpose and 35% of respondents are mainly use for Gaming.

4.5 Source of buying boat headphones:

Following table shows the data of customers buying headphones.

Sr. No.	Buying platforms	No. Of responses	percentage
1	Store	17	17%
2	Accessories	11	11%
3	Supermarket	27	27%
4	E- market	3	3%
5	Amazon/Flip-cart	42	42%
Total		100	

Table no. 4.5

Following graph shows the data of customers buying headphones.
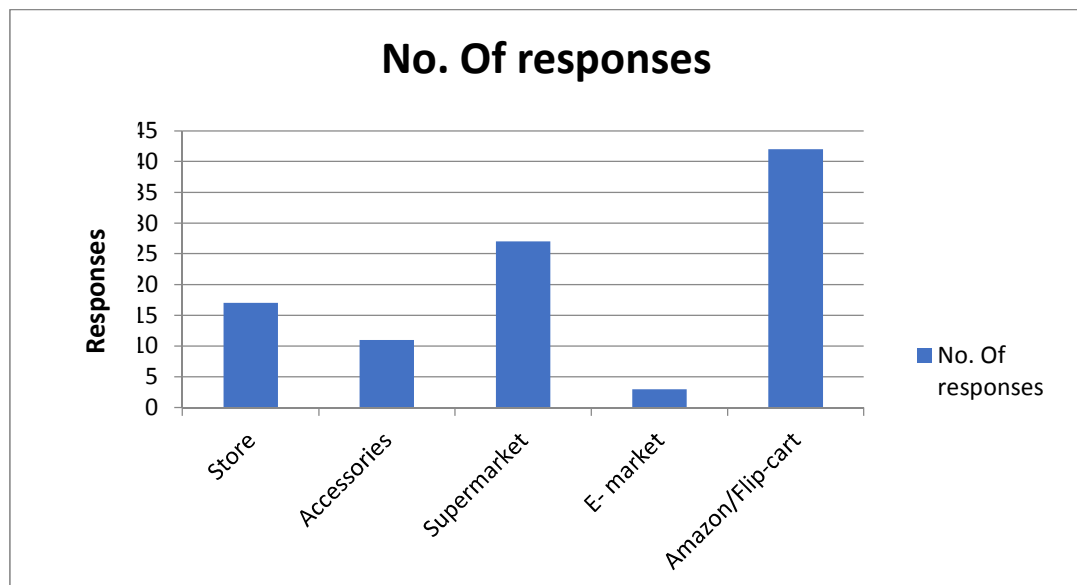
Chart no. 4.5

Interpretation:

From the above table and graph it is observed that,

42% of respondents buy from Amazon/Flip-cart its online store, 27% of respondents are buy from Supermarket, 17% of respondents of boat headphones like to buy from Store, 11% of respondents buy from Accessories store and rest of the 3% respondents are like to buy in E-market.

4.6 customers usually spend on boat headphones:

Following table shows the data of customers that usually spend on boat headphones.

Sr. No.	Spend money in (Rs.)	No. Of responses	Percentage
1	700-1000	17	17%
2	1000-1300	25	25%
3	1300-1500	29	29%
4	1500-2000	27	27%
5	2000+	2	2%
Total		100	

Table no.4.6

Following graph shows the data of customers that usually spend on boat headphones.
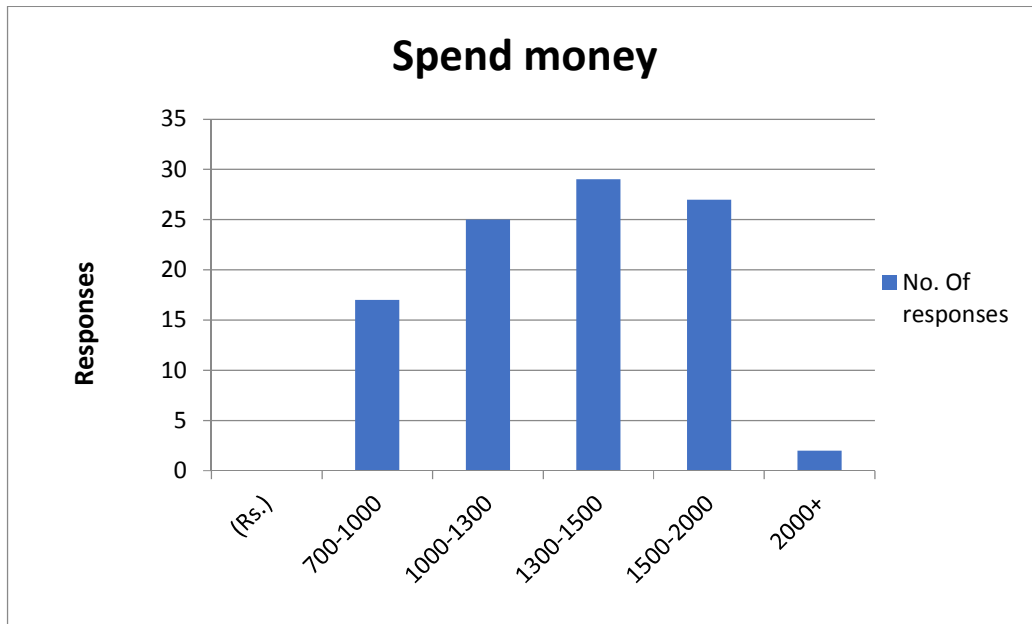
Chart no. 4.6

Interpretation:

From the above table and graph it is observed that,

29% of respondents spend Rs. 1300-1500on headphones, 27% of respondents spend Rs. 1500-2000, 25% of respondents want to spend Rs. 1000-1300,17% of respondents spend lowest price on table that is Rs. 700-1000 and only 2% of respondents spend Rs. 2000+ on boat headphones.

4.7 Customer buying basis of different factors of influences:

Following table shows the data of different factors of influences.

Sr. No.	Factors of Influences	No. Of respondents	percentage
1	Design	4	4%
2	Comfortable	24	24%
3	Price	6	6%
4	Quality of headphones	64	64%
5	Trustworthy	2	2%
Total		100	

Table no. 4.7

Following graph shows the data of different factors of influences.
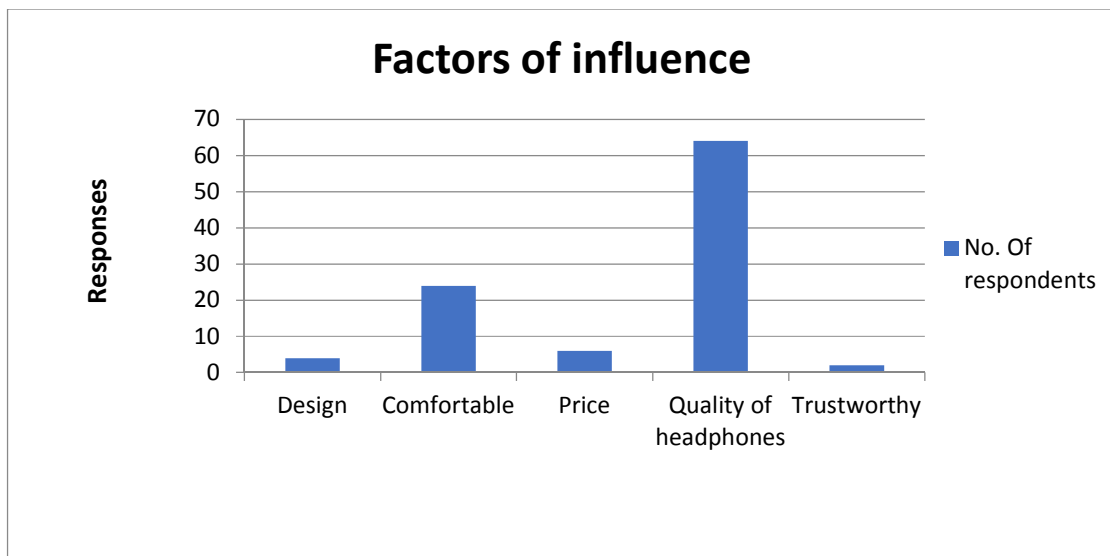
Chart no. 4.7

Interpretation:

From the above table and graph it is observed that,

64% of respondents wants to wear Quality headphones, 24% of respondents wants comfortable, 6% of respondents wants to buy on price purpose, 4% of respondents go for design and the rest of 2% of respondents wants trustworthy brand headphones.

4.8 Customers aware of packaging styles:

Following table shows the data of packaging styles.

Sr. No.	Packaging style	No. Of respondents	Percentage
1	Fully covered Matt black colour box	38	38%
2	Stylish printed graphs.	19	19%
3	Aesthetics style printed box	34	34%
4	Cartoon box	9	9%
Total		100	

Table no. 4.8

Following graph shows the data of packaging styles.
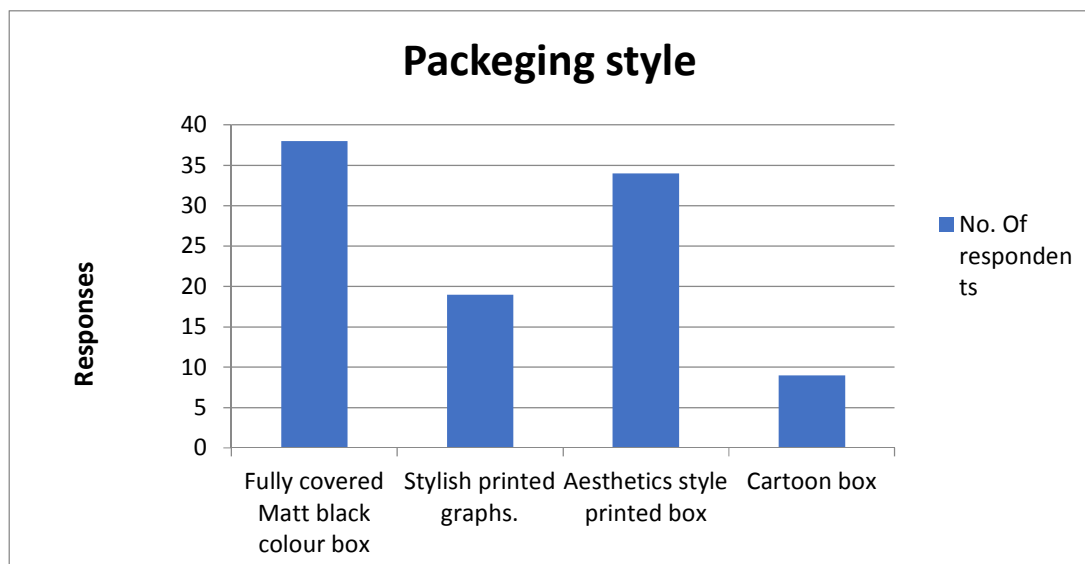
Chart no. 4.8

Interpretation:

From the above table and graph it is observed that,

38% of respondents want to fully covered Matt black colour box, 34% of respondents are want to aesthetics style printed box, 19% of respondents aware to buy stylish printed graphs covered and rest of the 9% of respondents wants cartoon box.

4.9 Customer wants to buy on occasion:

Following table shows the data of buying on occasion.

Sr. no.	Offers on Occasions	No. of respondents	Percentage
1	Any special day	6	6%
2	Diwali offer	19	19%
3	Gudi-parwa offer	13	13%
4	Jashn-E-Eid	6	6%
5	Christmas offer	2	2%
6	No such special occasion need	54	54%
Total		100	

Table no. 4.9

Following graph shows the data of buying on occasion.
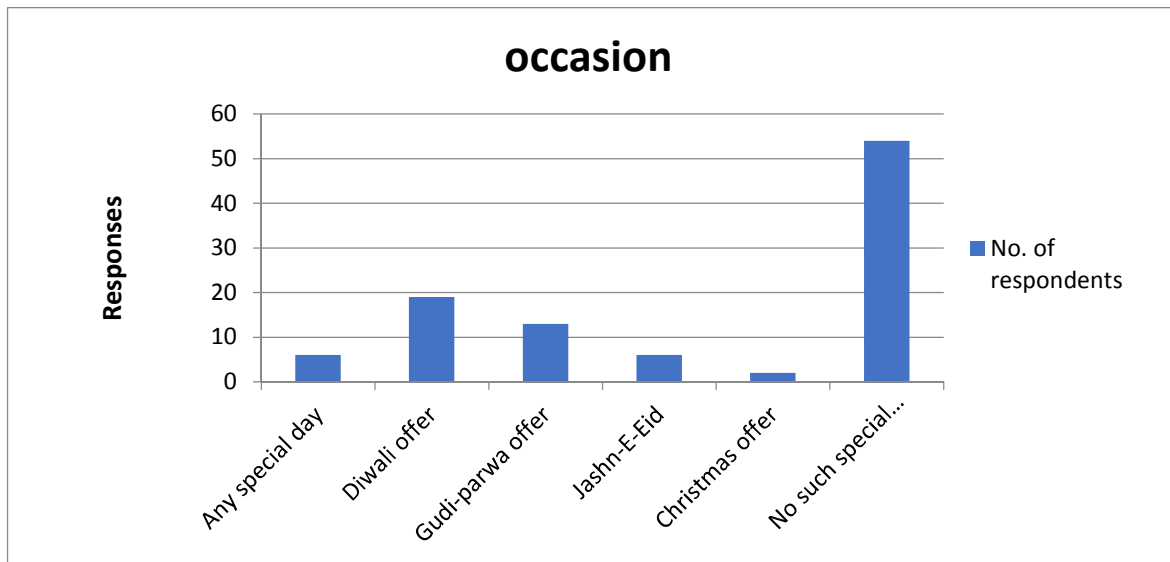
Chart no. 4.9

Interpretation:

From the above table and graph it is observed that,

54% of respondents didn't want to buy headphone any special occasion, 19% of respondents wants to buy on occasion of Diwali offer, 13% of respondents like to on the occasion of Gudi-parwa offer, 6% of respondents like to buy on the occasion of jasn-e-eid, 6% of respondents wants to buy on any special occasion and rest of the 2% respondents like to Christmas offer.

4.10 Customers aware headphones models:

Following table shows the data of headphones models.

Sr. no.	Headphones models	No. Of respondents	percentage
1	BOAT Rockerz 235 v2	19	19%
2	BOAT Rockerz 550	19	19%
3	BOAT Rockerz 295 v2	20	20%
4	Nirvana 1007 ANC	30	30%
5	Rockerz 315 SVA	12	12%
Total		100	

Table no. 4.10

Following graph shows the data of headphones models.
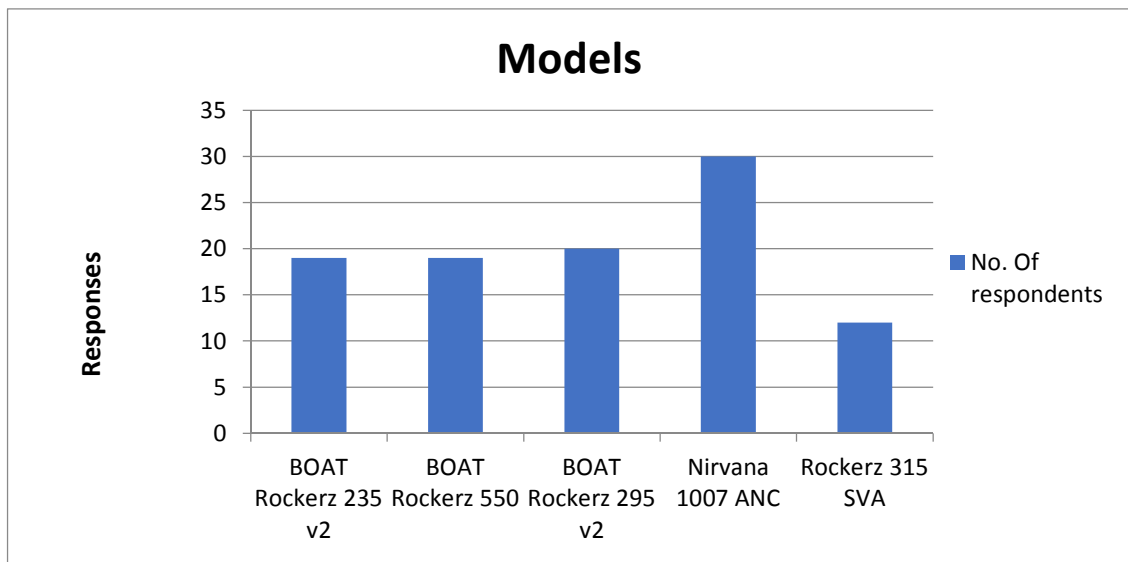
Chart no. 4.10

Interpretation:

From the above table and graph it is observed that,

30% of respondents really aware of a popular product of boat headphones that 'Nirvana 1007 ANC', 20% of respondents are like to buy 'BOAT Rockerz 295 v2', 19% of respondents want buy 'BOAT Rockerz 550' and 'BOAT Rockerz 235 v2' both and rest of the 12% of respondents like to buy 'Rockerz 315 SVA'.

4.11 Customers are aware of waterproof headphones:

Following table shows the data of waterproof headphones that customer need yes/no.

Sr. no.	Response	No. Of responses	percentage
1	Yes	76	76%
2	No	24	24%
Total		100	

Table no. 4.11

Following graph shows the data of waterproof headphones that customer need yes/no.
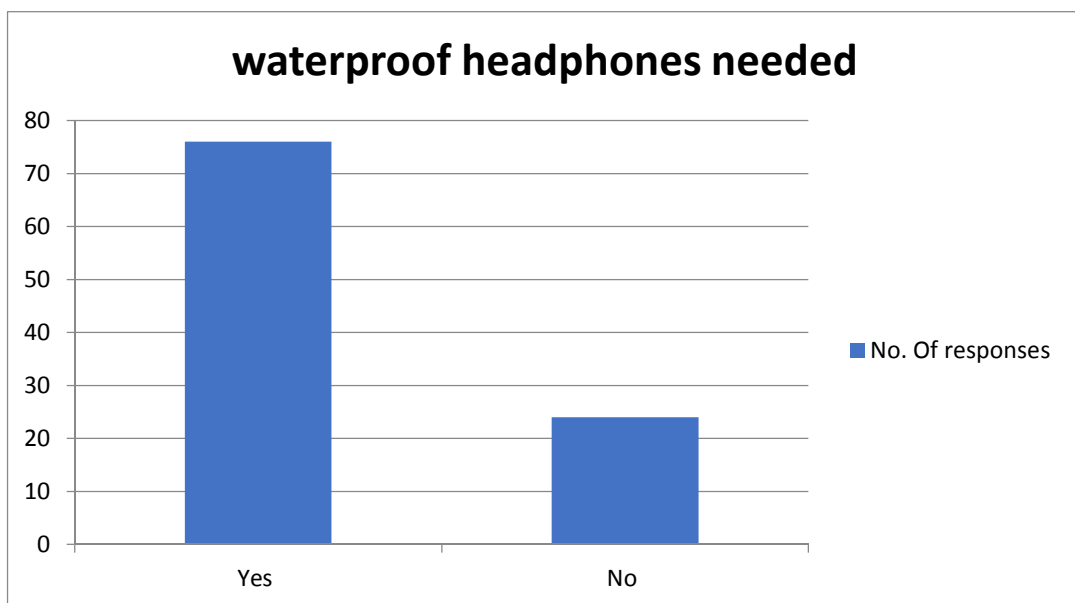
Chart no. 4.11

Interpretation:

From the above table and graph it is observed that,

76% of respondents want waterproof feature, and 24% of respondents didn't needs any waterproof headphone.

Chapter 5:

Finding and Observation

5.1 finding and Observation:

➢ It is observed that maximum no of the customers that is 90% of customer's there are between 15-25 age group, so there are mostly quite young users, 8% of the customers are married or aged people because they are in 25-35 and rest of 2% customers are quite old.

➢ It is observed that maximum users that are 80% of users wanted to use that headphone are comfortable 14% of customers bring headband that go around the back of the head and 3% of the customers aware of using headband that go over the head or simultaneously same percentage of customer's are difficult to wear headphones.

➢ It is observed that 76% of customers are appeal on technical base of use and that are the maximum no. Of our list, 12% of customers respond on psychological base of using, 7% of the customers are appeal factual/rational users and the rest of the users that 5% are wanted to use base on emotionally.

➢ It is observed that a maximum no. Of customers mostly use for Music. 44% of customers more aware for using lo listen Podcast. 38% of customers mainly use for Film purpose And the rest of the 35% users are gamers.

➢ It is observed that 42% maximum customer believed to buy on Amazon/flip-cart and that are the online store, 27% of the customers like to buy in supermarket, 17% of customers of boat wanted to buy from store, 11% of customer are like to buy their headphones in Accessories store and the rest of the 3% of customers wants buy through E-market.

➢ It is observed that 29% the maximum customers are wanted to spend between Rs.1300-1500 on headphones, 27% of customers are spend between Rs.1500-2000, 25% of customers are spend between Rs.1000-1300, 17% of customers are like to spend money between Rs.700-1000, and rest of the 2% customers are spend Rs.2000+.

➢ It is observed that 64% of customers wants to wear quality headphones, 24% of customers wants comfortable, 6% of the customers ants to buy on bases of price range, 4% of customers go for design and the rest of the customers that is 2% are wanted trustworthy product.

➢ It is observed that the customers also aware of packaging unit. A maximum customers that 38% of customers want to fully cover matt black colour box, 34% of customers want to aesthetics style printed box, 19% of customers aware to buy stylish printed graph covered and the rest of the 9% of customers wants cartoon box covered product.

➢ It is observed that the maximum that is 54% of customers didn't want to any special occasion, 19% of customers wants to buy on the occasion of Diwali offer, 13% of respondents like to buy on the occasion of Gudi-parwa offer, 6% of customers wants to buy on the occasion of Jash-E-Eid and any special occasion,

and the rest of the customers that is 2% of the customers like to buy Christmas offer.

- It is observed that 30% of the customers that is maximum customers are really aware of 'Nirvana 1007 ANC', 20% of the customers are like to buy 'BOAT Rockerz 295 v2', 19% of customers are aware of 'BOAT Rockerz 550' and 'BOAT Rockerz 235 v2' both, and the rest of the 12% of customers wants to buy 'BOAT Rockerz 315 SVA'.

- It is observed that the maximum customers wants to waterproof feature over the 76% of customers wants. And rest of the 24% of customers are not interested in any waterproof feature.

Chapter 6

Suggestion and Conclusion

6.1 Suggestion and Conclusion:

Suggestion:

➢ Maximum customers of Boat headphone users are quite youngsters. Then the scope for introducing new trend, styles and more quick usable facilities according to the person.

➢ Maximum customers are aware of source of buying , there are lot of problems on buying the boat headphones, should provide a special store for only Boat headphone franchise to customer that can be gain more profits.

➢ Customers opinion regarding different factors of influences , that customer wants to on the basis of quality of product, should Boat improve the quality that can be customers buy on the basis of 'trustworthy product'.

➢ Maximum customers responded that didn't want to buy on the any special occasion, should Boat provide off season offers that can people can buy.

➢ 'Nirvana 1007 ANC' the popular product in Boat, should boat fix miner to miner updates. To customers buy more and more 'Nirvana 1007 ANC' products.

➢ Maximum customer's wants waterproof feature in product should produce waterproof headphones.

Conclusion:

BoAt is the recently established company in 2015. Boat Company stands for lifestyle products electronics start-up with the sole aim of bringing affordable, durable and more importantly fashionable audio products. According to IDC data, brand sailed through the pandemic to break all records and has witnessed a growth of 4X to 3.3 million units in the last quarter. Consumer tech marker boat lifestyle registered gross revenue of 500cr. From the project we can conclude that in FY 2019-20 how much they achieve we definitely conclude that aim to double the top line by FY 24 on the strong demand for product. Like audio devices and accessories in the country.

Home-grown audio & accessories brand boAt launches a series of 'Make in India' wired and wireless earphones as well as mobile accessories. Staying true to its commitment, boAt has started its Make in India journey with its top sellers such as Bassheads 100, Bassheads 152 and Rockerz 255 Pro. These products will now be manufactured locally and will be available on the website as well as other ecommerce platforms starting 27th January 2021.

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Annexure

List of Table & chart:

List of Table:

List of Chart:

QUIETIONNAIRE

Survey on customer awareness about BoAt headphones

Name: _____

Age   : _____

1) What is your gender?

   1.   Male   ☐   2.   Female   ☐

2) Please rank the following features in order of you preference (1 being highest)

   1.   Price   ☐   4.   Comfort   ☐

   2.   Sound Quality   ☐   5.   Extra Features   ☐

   3.   Durability   ☐

3) How does the brand appeal you?

   1.   Emotionally   ☐   3.   Technical   ☐

   2.   Factual/Rational   ☐   4.   Psychological   ☐

4) How comfortable do you feel while wearing headphones?

1. Very difficult to wear   ☐

2. Headband goes over the head   ☐

4. Headphones that is comfortable   ☐

3. Headband that go around the back of the head   ☐

5) Which factor influences you more to buy boAt headphones?

1. Design ☐ 4. Quality of headphones ☐
2. Comfortable ☐ 5. Trustworthy ☐
3. Price ☐

6) How much do you usually spend on boAt headphones?

1. 700-1000 ☐
   4. 1500-2000 ☐
2. 1000-1300 ☐
   5. 2000 & above ☐
3. 1300-1500 ☐

7) Where do you buy boAt headphones?

1. Store ☐ 4. E-market ☐
2. Accessories ☐ 5. Amazon /flip kart ☐
3. Supermarket ☐

8) Which type of packaging style you want?

1. Fully covered matt black colour box ☐   3. Aesthetical style printed box ☐
   4. Cartoon box ☐
2. Stylish printed graphs. ☐

9) Which occasion you mostly prefer to buy

1. Any special day ☐ 3. Gudi-parwa offer ☐
2. Diwali offer ☐ 4. Jashn-E-Eid ☐
5. Christmas offer ☐ 6. No such special occasion ne ☐

10) Will the exchange offer work for your product.

1.   Yes ☐   2.   No ☐

11) Do you find any advertise of boAt headphones electronically or in print?

1.   Yes ☐   2.   No ☐

12) Which among following models attract to you to purchase?

1.   BOAT Rockerz 235 v2 ☐   4.   Nirvana 1007 ANC ☐

2.   BOAT Rockerz 550 ☐   5.   Rockerz 315 SVA ☐

3.   BOAT Rockerz 295 v2 ☐

13) Did you find that boAt headphones were available on demand?

1.   Yes ☐   2.   No ☐

14) Which do you use in BoAt?

1.   Headphone ☐   3.   Both ☐

2.   Earphone ☐

15) What do you use your earphones/headphones for mainly?

1.   Music ☐   3.   Podcast ☐

2.   Films ☐   4.   Gaming ☐

16) Where do you usually use headphones/earphones? (Please select all that apply)

1.   Library ☐   3.   Transportation ☐

2.   Kitchen ☐   4.   Room ☐

17) Do you use to buy colourful headphones?

1. Yes ☐   2. No ☐

18) Having waterproof headphones is really needed?

1. Yes ☐   2. No ☐