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A Study on Students' Preferences and Satisfaction towards boAt Lifestyle Products

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Abstract:

This study talks about the students' preferences and satisfaction towards boat lifestyle products with special references to Vadodara city. The main objective of the study is to study the factor influencing the students towards boAt lifestyle products, to examine the overall experience towards boAt lifestyle products, to find out reason for preferring boAt lifestyle products and to examine the level of satisfaction of the students towards boAt lifestyle products. The study concluded that, efforts and resources should properly be utilized to reach out to all types of income groups to reduce the cost of the product to retain and attract more customers.

Keywords: boAt lifestyle, satisfaction, preferences, quality, brand.

Introduction:

boAt is an India-based consumer electronic brand established in 2015. The company is a lifestyle brand that deals in fashionable consumer electronics. The main aim of the company was to bring in durable and fashionable audio products in the market at affordable prices. The company offers wide range of different products that offers well-designed, innovative, and distinctive fashionable life-style oriented products at attractive prices targeting a young and addressable audience in India. The company focuses on three important market strategies to create a good consumer base – consumer's needs, consumer's desire and consumer's buying behaviour pattern. The major advantage of the boAt life style products is making the target audience remember the brand by establishing a unique position in their minds by giving them something valuable. Their effect on the market has been so much that the popularity of products of boAt has forced big giants in the market to lower the price of their products to compete in the affordable audio segment.

Students' preference and satisfaction is defined as a measurement of how students are benefiting from the company's product, services and capabilities for their audio needs. Students' responses regarding various factors influencing for purchase, level of satisfaction includes survey and ratings, that can help a company to determine how to bring best changes or improvement in their product and services.

Objectives of the study:

1. To study the factor influencing the students towards boAt lifestyle products.
2. To examine the overall experience towards boAt lifestyle products
3. To find out reason for preferring boAt lifestyle products.
4. To examine the level of satisfaction of the students towards boAt lifestyle products.

Research Methodology:

Area of Study	: Vadodara
Sample Size	: N=100 Respondents
Sample Design	: Purposive Sampling method shall be used for data collection.
Source of Data	: Both primary and secondary data.
Collection of data	: Questionnaire method shall be used for collection of primary data. In this regard, a structured questionnaire shall be prepared and administered among the sample respondents. The sources of secondary data comprise of books, journals, periodicals, reports and websites.
Statistical Tools	: Simple Percentage analysis, Ranking technique.

Limitations of study:

1. This study is restricted to Vadodara city only.
2. Only 100 respondents were considered as sample for the study.
3. Respondent opinion may vary time to time due to their dynamic character.

Research Methodology:

Sai pooja et al, (2023), has conducted research study on “Customer satisfaction on boAt products: Consumer electronic services. The main objectives of the research is to study the customer satisfaction and value and the performance of the business and to study where industry is lacking behind and how can it improve and it also helps to understand the satisfaction level of the customers. The study founded that users are satisfied with the product but they suggest sound would be better with flat responds followed by audio quality with Bolby Atmos.

According to **Rajiv Lal and Kairavi Dey (July 2022)**, boAt began in 2016 as a consumer electronics lifestyle brand with the goal of bringing affordable, durable, and fashionable audio products and accessories to millennials and Gen-Z customers in India. boAt began selling 'indestructible' connector cables in 2016 with Amazon India as its sole sales platform. It expanded into newer categories such as wireless audio, home audio, and smartwatches after beginning with personal audio. Each category featured custom-designed, reasonably priced products that were backed up by aggressive marketing and a multi-brand ambassador strategy. It quickly became one of India's first digitally native brands, with revenues exceeding \$65 million, and the world's fifth largest wearable company. It brought in experienced executives in early 2022 to take the reins and steer the company in the right direction as it prepared to file for an initial public offering. Vivek Gambhir, the newly appointed CEO, considered the next stage of growth. Would expanding into new categories help the boAt brand? How should they consider utilising offline channels? Finally, should boAt think about expanding internationally?

Lakshya Singh and Amit Kumar Agrawal (October 2022), their case illustrates boAt's expansion in the Indian market as a result of India's rapidly expanding customer base in the tech and audio industries. This case highlights all of the factors to be considered as well as the business decisions to be made while expanding in the market. The challenges that boAt faced after entering the market, as well as the company's business decisions to overcome those challenges, are also discussed. This case teaches students about the dynamics of expanding in a competitive market in order to maintain growth and maximise profits.

Sheela Bhargava and Parul Gupta (August 2022), stated that boAt Lifestyle, founded in 2016, is a Delhi-based Indian startup in fashionable consumer electronics. boAt has made remarkable profits over the last five years and emerged as one of the most promising startups thanks to its innovative product offerings and promotion. It promoted its products through social media marketing, such as influencer marketing and brand tie-ins with sports teams and music events, in order to reach its target customer segment, millennials. The case examines the dynamics of the Indian

wearables market, which is facing stiff competition from both global and domestic players. To ensure continued growth prospects while maintaining a tight focus on product differentiation, quality, and customer satisfaction, boAt must rethink its market development and growth strategies in terms of new innovations and adopting long-term orientations such as diversification and global expansion.

Result and Discussions:

Table.1.General profile of the Respondents

Variables	Classification	No. Of. Respondents	Percentage (%)
Age	Below 15 years	10	10
	16 – 20 years	18	18
	21 – 25 years	54	54
	26 – 30 years	16	16
	Above 31 years	2	2
Gender	Male	72	72
	Female	28	28
Educational Qualification	School	12	12
	UG	60	60
	PG	16	16
	Others	2	2
Awareness about boAt Lifestyle Products	TV Ads	3	3
	Social Media Ads	44	44
	Friends	39	39
	Others	14	14
Mode of preference of purchase	Through Online	36	36
	Through Offline	9	9
	Both online and offline	59	59
Overall experience	Excellent	32	32
	Good	65	65
	Average	3	3
	Bad	0	0

Source: Primary data

The above table states that majority (54 percent) of the respondents belong to the age group between 21 to 25 years, more than (72 percent) of the respondents are male, majority (60 percent) of the respondents are under graduates, majority of the respondents are aware about boAt life style product through Social Media advertisement, mode for preference of purchasing boAt lifestyle product majority (59 percent) is prefer both in Online and Offline and majority (65 percent) of the respondents says that overall experience of boAt life style product is good.

Table.2. Type of product prefer in BoAt Life -Style Products

Feature	Percentage of respondents (%)
Wireless headphones	72
Earbuds	91
Speakers	57
Smart Watch	67
Other	10

Source: Primary data

The table shows that majority (91 percent) respondents prefer to purchase ear buds, followed by wireless headphone was preferred by respondents (72 percent), (67 percent) of the respondents prefer smart watches, (57 percent) prefer speakers and (10 percent) of respondents will prefer other products.

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

Feature	Percentage of respondents (%)	Rank
Quality	89	II
Affordability	79	III
Reliability	75	IV
Availability	90	I

Source: Primary data

The table shows that availability of the products was ranked as first (90 percent), followed by quality of the product was ranked as second with 89 percentage, affordability was ranked as third with 79 percentage, and reliability ranked as fourth with the 75 percentage.

Table. 4. Level of satisfaction towards BoAt Life -Style Products

Feature	HS	S	N	DS	HDS	Score	Rank
Style / Look of Product	75	15	5	5	-	192	VIII
Quality of the product	8	51	19	20	2	262	I
Battery life	9	71	19	1	-	218	VI
Durability	20	43	31	3	3	216	VII
Comfortability	31	35	23	11	-	222	V
Functionality	7	55	25	13	-	238	IV
Affordability	23	37	15	25	-	248	III
Variety	9	71	19	1	-	258	II

Source: Primary data

The above table reveals the level of satisfaction of the respondents towards boAt lifestyle products. Respondents were highly satisfied with quality of products, and they were ranked as first. Respondents were satisfied with variety, affordability and functionality of 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 quality of the product.

Findings of the Study:

- Majority (54 percent) of the respondents were of 21 to 25 years of age.
- Majority (72 percent) of the respondents were male.
- Majority (60 percent) of the respondents were under graduates.
- Majority (44 percent) of the respondents were aware about boAt life style product through social media advertisement.
- Majority (59 percent) of the respondents prefer to buy boAt life style product both in online and offline.
- Majority (65 percent) of the respondents over all experience about boAt lifestyle product is good.
- Majority (91 percent) of the respondents prefer to purchase earbuds from boAt Lifestyle products.
- Availability of the product ranked as first for the factors influencing respondent to purchase boAt lifestyle products.
- Majority of the respondents were highly satisfied with quality of the product.

Recommendation:

- The majority of the respondents fall under the student category, so company can segment the product and target age group of above 30 more.
- The company can increase sales on smart watchers, battery, and others.
- Respondents feels that cost of the product under boAt life style is too costly. It is recommended to the company that they can offer product at low cost so that all type of income group people can prefer to purchase more.

Conclusion:

The Study on Students' Preferences 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 majority of the respondents were highly satisfied with the quality of a product. Majority of the respondents' overall experience in using boAt lifestyle product was good. The study concluded that, efforts and resources should properly be utilized to reach out to all types of income groups to reduce the cost of the product to retain and attract more customers.

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