



A STUDY ON CONSUMER SATISFACTION ON BOAT PRODUCTS CONSUMER ELECTRONIC SERVICES

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Abstract: This study talks about the BOAT brand, which offers audio equipment with a focus on customer preferences, needs, wants, and what features and functions give consumers the most satisfaction. Factors that influence their decision to purchase such products were also considered and promotional strategies targeting these factors were discussed. The study aims to determine how the company's efforts should be directed and how it should formulate its future strategies according to consumer preferences. The study also shows the impact of how corporate branding and marketing strategies influence consumer purchasing decisions towards the brand, as witnessed by BoAt's lifestyle brand. BoAt could tap into this already clustered market through its promotional and marketing strategies.

Key Words: boat products, consumer satisfaction, electronics, electronic services, Boat lifestyle.

1. INTRODUCTION:

Consumer electronics refers to electronic products used in daily consumer life. Consumer electronic products are manufactured all over the world, especially concentrated in China or other regions with relatively low-cost production.

Boat Lifestyle, a Delhi-based firm that offers earphones, headphones, and smart watches, has risen to number five in the worldwide wearables market, making it the first Indian company to do so. The success of Boat can be attributed to their powerful marketing strategy and collaborations with local cricket teams, according to IDC. As a brand ambassador, the company signed various Indian cricketers, including KL Rahul and Shikhar Dhawan. According to IDC, Boat dominated the overall earwear category in India with 32.4 percent market share, followed by TWS (truly Wireless Stereo) with 26.1 percent. Since the covid-19 outbreak, demand for wearables, particularly TWS, has increased significantly as more individuals purchase them for remote working, learning, and entertainment. With an incredible 165.1 percent YoY increase, India was one of the fastest growing wearable markets, with 11.8-million-unit shipments.

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and service.

2. LITERATURE REVIEW:

Dr. M. Ganesan , Dr. S. CHANDRAMOHAN November 6, 2019 Customer satisfaction is an underlying segment of the Marketing capacity and it very well may be basically characterized the quantity of customers, or level of aggregate customers, whose detailed involvement with a firm, its items, or its administrations surpasses determined fulfillment



objectives. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers. Studies on customer satisfaction and loyalty have focused on brand rather than product. It is not that brand is not important, but the process of loving a brand starts with a product. Customers appreciate products by themselves, independent of the brand, as shown in their pursuit of satisfaction and development of loyalty.

Hanif, Hafez & Riaz, 2010 Customer satisfaction is an evaluation of difference between prior expectations about product and its actual performance. Customer satisfaction is how customers react towards the state of satisfaction, and how customers judge the satisfaction level. Customer satisfaction is the reaction of customer toward state of the fulfillment and judgment of customer about that fulfilled state

Bowen & chen, 2001 There is always a positive relationship between customer satisfaction and profit maximization of an organization. No one is important than customers and their satisfaction is the ultimate objective through improvement in services in terms of competitiveness and it saves future revenue plus it becomes the cause of cost reduction in future.

Madern, Maull, Smart & Baker, 2005 Customer satisfaction is the perceived feeling of a customer for which he or she has set standards if his expectations match with the standard he is satisfied. There are number of imperial studies on specific relationship of employee's satisfaction. Often the quality of the relationship is called satisfaction mirror which gives an idea that success of business is from satisfaction of employee which is reflected in term of the customer satisfaction. Service quality is derived from employee satisfaction for example if employees are satisfied it has direct effect on both customer satisfaction and service quality.

P Arora, S Narula ,2018 Customer satisfaction (CS) has attracted serious research attention in the recent past year. Customer satisfaction is now for all companies the primary criterion for the assessment of their relationship with the market, a permanent object of their operating policies and an important element for the reinforcement of company reputation, as well as a fundamental guide to direct operational processes. So this paper is done in order to have a deeper understanding on the customers. satisfaction but especially help the students, the managers and also all person which can use it. We will be going to see some definitions of the customer satisfaction, factors affecting customer satisfaction, and also measuring the customer satisfaction.

3. ABOUT THE TOPIC:

Boat Lifestyle began life as a consumer electronics startup in 2016 with the sole aim of bringing affordable, durable, and more importantly, 'fashionable' audio products and accessories to millennials. With an in-depth understanding of the Indian market and the consumer, we know that the consumer electronics space in India lacks products design while keeping Indian use cases in mind. Given factors such as dust and heat, tropical weather, etc. there is a huge gap in the market for products designed to be more durable and resistant to these factors while also appealing to the Indian consumer's aesthetic sensibilities.

- To study the customer satisfaction and value and the performance of the business.
- The study will help in finding out where the industry lacks behind and how can it improve and it also help to understand the satisfaction of customers at various levels.

The sample size of the study is 120 from the total population of 200.

4. RESEARCH OBJECTIVE:

- ❖ To study the satisfaction level of the customers of Boat users.
- ❖ To find out the major factors that influences the customers while buying the product.
- ❖ To know the consumer opinion for a particular product.
- ❖ To have the market demand for the product.
- ❖ To identify the relationship existing between services offered and level of satisfaction.

5. RESEARCH METHODOLOGY:

The study is mainly done to understand the consumer satisfaction towards the BoAt products – consumer electronic services, to know the consumer opinion for the product, and to know the major factors which are influencing the customers to buy the product. Frequency analysis, correlation and chi square test is used in the study for data analysis. A sample of 120 respondents has been collected based on the convenience sampling from the people of Chennai city.



**6. DATA ANALYSIS AND INTERPRETATION:
 CORRELATION ANALYSIS**

H0: There is no significant relationship between number of products and satisfied with boat products.

H1: There is significant relationship between number of products and satisfied with boat products.

	Number of Boat products used in the family	Are you satisfied with boat products
Number of Boat products used in the family	1	.183*
Pearson Correlation		
Sig. (2-tailed)		.036
N	131	131
Are you satisfied with boat products	.183*	1
Pearson Correlation		
Sig. (2-tailed)	.036	
N	131	131

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

From the above table, it can be inferred that Pearson Correlation value is 0.183 and Significant value is 0.036 which is lower than 0.05, hence in SPSS if the significant value is lower than 0.05, Null hypothesis is rejected and Alternate Hypothesis is accepted.

Interference

Therefore, there is significant relationship between number of products and satisfied with boat products.

**CHI – SQUARE TEST TO DETERMINE CUSTOMER SATISFICATION ON BOAT PRODUCTS
 INTERPRETATION:**

From the table it is visible that Pearson’s chi-square value is 4.415a and its asymptotic significant value is 0.220, (alpha level is normally 0.05). In this case the p value is smaller than the standard alpha value so reject null hypothesis and Alternate Hypothesis is accepted. Hence there is relationship between number of products and satisfied with boat products

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.415 ^a	3	.220
Likelihood Ratio	4.308	3	.230
Linear-by-Linear Association	4.373	1	.037
N of Valid Cases	131		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .80.

Table 2 Chi-Square tests

Interpretation:

From the table it is visible that Pearson’s chi-square value is 4.415a and its asymptotic significant value is 0.220, (alpha level is normally 0.05). In this case the p value is smaller than the standard alpha value so reject null hypothesis and Alternate Hypothesis is accepted.



Interference:

Hence there is relationship between number of products and satisfied with boat products.

7. FINDINGS:

- Maximum user of our boat products fall under age group of 15-25 followed by the age group 25-35
- 74% of the people belong to Nuclear family and 26% of people belong to joint family
- More than 60% of the boat users are female
- Most of the boat users are students followed by employees and they earn an average income of below Rs.20,000
- Maximum users use earphones in boat products

- They feel that the boat products price is reasonable
- Majority of the people are influenced by advertisement and social media
- Finally, we found that 94% of the boat users are satisfied with the products using this survey
- Study analyses that the users are satisfied with the products but they also suggested some changes in the survey, which includes that sound can be made better with flat responds followed by audio quality with Dolby Atmos and on call is not really meeting their expectations.

8. RECOMMENDATIONS:

Using the questionnaire response circulated, the recommendations are:

- The sound can be made better with the flat response followed by audio quality with Dolby atmos and on call is not really meeting the expectation.
- The majority of the users fall under the student category, so the segment and the product should be manufacture, in such a way meeting the same requirements as of teenagers.
- The company can target age group above 25 more.
- The company can try to increase sales on smart watches and speakers.

9. CONCLUSION:

The brand offers us a range of products from an extensive catalog of various electronic products used by consumer in day-to-day basis. There have been excellent brands in the market that offered a great range of products but the problem with them was, they were either expensive or they were awful to the eyes. This is where the BoAt lifestyle brought-in the revolution. From this study, we analyze that the users are satisfied with the products but they also suggested some changes in the survey, which includes that sound can be made better with flat responds followed by audio quality with Dolby Atmos and on call is not really meeting their expectations. On the bright side they are really affordable, fashionable and good quality consumer electronics.

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